

**UNITED STATES DISTRICT COURT
DISTRICT OF MASSACHUSETTS**

NEW ENGLAND CARPENTERS HEALTH
BENEFITS FUND,
Plaintiff,

v.

FIRST DATABANK, INC. AND
MCKESSON CORP.,
Defendants.

AND

D.C. 37 HEALTH & SECURITY PLAN,
Plaintiff,

v.

MEDI-SPAN,
Defendant.

Nos. 05-CV-11148-PBS, 07-CV-10988-PBS

**DECLARATION OF
KATHERINE KINSELLA IN SUPPORT
OF CLASS NOTICE**

I, Katherine Kinsella, being duly sworn, hereby declare as follows:

1. I am President of Kinsella/Novak Communications, LLC (“KNC”), an advertising and legal notification consulting firm in Washington, D.C. specializing in the design and implementation of class action and bankruptcy notification programs to reach unidentified putative class members primarily in consumer and mass tort litigation. My business address is 2120 L Street, NW, Suite 205, Washington, D.C. 20037. My telephone number is (202) 686-4111.
2. I submit this declaration at the request of Plaintiffs’ Counsel in connection with *New England Carpenters Health Benefits Fund v. First DataBank, Inc. and McKesson Corp.* and *D.C. 37 Health & Security Plan v. Medi-Span*, pending in the District of Massachusetts.
3. This declaration is based upon my personal knowledge and upon information provided by Plaintiffs’ Counsel, my associates and staff. The information is of a type reasonably relied upon in the fields of advertising, media and communications.
4. KNC has developed and directed some of the largest and most complex national notification programs in the country. The scope of the firm’s work includes notification programs in antitrust, bankruptcy, consumer fraud, mass tort and product liability litigation. Specific cases have involved, among others, asbestos, breast implants, home siding and roofing products, infant formula, pharmaceuticals, polybutylene plumbing, tobacco and Holocaust claims. The firm has developed or consulted on over 325 notification programs and has placed over \$175 million in media notice. Selected cases include:

Antitrust

In re Nasdaq Market-Makers Antitrust Litigation, No. M21-68, 94 CV 3996, MDL No.1203 (S.D.N.Y.) (securities)

State of Connecticut v. Mylan Laboratories, Inc., MDL No. 1290, Misc. No. 99-276 (D.D.C.) (pharmaceuticals)

In re Toys "R" Us Antitrust Litigation, MDL No. 1211, Master File No. CV-97-5750 (E.D.N.Y.) (toys and other products)

State of Florida v. Nine West Group, Inc., Civil Action No. 00 CV 1707 (S.D.N.Y.) (shoes)

In re Cardizem Antitrust Litigation, 200 F.R.D. 326 (E.D. Mich.) (Cardizem)

In re Buspirone Antitrust Litigation, MDL No. 1413 (S.D.N.Y.) (Buspar)

State of Ohio vs. Bristol-Myers Squibb, Co., 1:02-CV-01080 (D.D.C.) (Taxol)

Raz v. Archer Daniels Midland Co., Inc., No. 96-CV-009729 (Wis. Cir. Ct. Milwaukee County) (citric acid)

In re Compact Disc Minimum Advertised Price Antitrust Litigation, MDL No. 1361 (prerecorded music products)

Kelley Supply, Inc. v. Eastman Chemical Co., No. 99CV001528 (Wis. Cir. Ct., Dane County) (Sorbates)

Giral v. Hoffman-LaRoche Ltd., C.A. No. 98 CA 7467 (vitamins)

Comes v. Microsoft Corp., Case No. CL82311, (Iowa Dist. Ct., Polk County) (software)

In Re Insurance Brokerage Antitrust Litigation, Applies to All Commercial Insurance Brokerage Actions, MDL No. 1663 Civil No. 04-5184 (FSH) (insurance)

In re: Pharmaceutical Industry Average Wholesale Price Litigation, MDL No. 1456 (CA:01-CV-12257-PBS)(D. Mass.)(Certification & GlaxoSmithKline Settlement)

Cox v. Microsoft Corporation, Index No. 105193/00 (N.Y. Sup. Ct., New York County) (software)

In re: Monosodium Glutamate Antitrust Litigation, D-0202-CV-0200306168, D-202-CV-200306168 (N.M. 2nd Dist. Ct., County of Bernalillo) (MSG)

Conroy v. 3M Corporation, Case No. C-00-2810 CW (N.D. Cal.) (invisible tape)

In re: Insurance Brokerage Antitrust Litigation, MDL No. 1663 (D.N.J.) (Gallagher Settlement)

Comes v. Microsoft Corp., Case No. CL8231 (Iowa Dist. Ct., Polk County) (computers)

Consumer

- Burch v. American Home Products Corp.*, No. 97-C-204 (1-11) (W.Va. Cir. Ct., Brooke County) (Fen Phen)
- Woosley v. State of California*, No. CA 000499 (Cal. Super. Ct. Los Angeles County) (automobiles)
- Fettke v. McDonald's Corp.*, Case No. 044109 (Cal. Super. Ct., Marin County) and *BanTransFat.com v. McDonald's Corp.*, Case No. 034828 (Cal. Super. Ct., Marin County) (trans fatty acids)
- Weiner v. Cal-Shake, Inc.*, J.C.C.P. No. 4208 (Cal. Super. Ct., Contra Costa County) (roofing product)
- Galanti v. The Goodyear Tire & Rubber Company*, Case No. 03-209 (D.N.J.) (radiant heating)
- Daniel v. AON Corporation*, No. 99 CH 11893 (Ill. Cir. Ct., Cook County) (insurance contingency fees)
- Reiff v. Epson America, Inc. and Latham v. Epson America, Inc.*, J.C.C.P. No. 4347 (Cal. Super. Ct., L.A. County) (ink jet printers)
- Azizian v. Federated Department Stores, Inc.*, Docket No. 4:03 CV-03359 SBA (N.D. Cal.) (cosmetics)
- Lebrilla v. Farmers Group Inc.*, No. 00-CC-07185 (Cal. Supr. Ct., Orange County) (auto insurance)
- Hoorman v. GlaxoSmithKline*, No. 04-L-715 (Ill. Cir. Ct. Madison Cty.) (Paxil pharmaceutical)
- In re Tri-State Crematory Litigation*, MDL No. 1467 (N.D. Ga.) (improper burial)

Discrimination

- McNeil v. American General Life and Accident Insurance Co.*, No. 8-99-1157 (M.D. Tenn.) (insurance)
- Nealy v. Woodmen of the World Life Insurance Co.*, No. 3:93 CV-536 BN (S.D. Miss.) (insurance)
- In re Holocaust Victim Assets Litigation*, No. CV 96-4849 (Consolidated with CV-5161 and CV 97-461) (E.D.N.Y.) (Holocaust)

Mass Tort

- Ahearn v. Fibreboard Corporation*, C.A. No. 6:93-CV-526 (E.D. Tex.), and *Continental Casualty Co. v. Rudd*, C.A. No. 6:94cv458 (E.D. Tex.) (asbestos injury)
- Georgine v. Amchem, Inc.*, C.A. No. 93-CV-0215 (E.D. Pa.) (asbestos injury)

Engle v. RJ Reynolds Tobacco Co., No. 94-08273 CA 20 (Fla. Cir. Ct., Dade County) (tobacco injury)

Backstrom v. The Methodist Hospital, No. H-94-1877 (S.D. Tex.) (TMJ injury)

Pension Benefits

Forbush, Rhodes v. J. C. Penney Company, Inc. Pension, Nos. 3:90-2719-X and 3:92-0109-X (N.D. Tex.)

Collins v. Pension Benefit Guarantee Corp., No. 88-3406 and *Page v. Pension Benefit Guarantee Corp.*, No. 89-2997 (D.D.C.)

Product Liability

Cox v. Shell Oil Co., No. 18,844 (Tenn. Ch. Ct., Obion Co.) (polybutylene pipe)

Naef v. Masonite Corp., No. CV-94-4033 (Ala. Cir. Ct. Mobile County) (hardboard siding product)

In re Louisiana Pacific Corp. Inner Seal OSB Trade Practices Litigation, MDL No. 1114, C 95-3178 (N.D. Cal.) (oriented strand board)

Cosby v. Masonite Corp., No. CV-97-3408 (Ala. Cir. Ct., Mobile County) (siding product) and *Quin v. Masonite Corp.*, No. CV-97-3313 (Ala. Cir. Ct. Mobile County) (roofing product)

Ruff v. Parex, Inc., No. 96-CvS 0059 (N.C. Super. Ct., Hanover County) (EIFS)

Garza v. Sporting Goods Properties, Inc., No. SA 93-CA-1082 (W.D. Tex.) (gun ammunition)

Richison v. Weyerhaeuser Company Limited, No. 05532 (Cal. Super. Ct., San Joaquin County) (roofing product)

Shah v. Re-Con Building Products, Inc., No. C99-02919 (Cal. Super. Ct., Contra Costa County) (roofing product)

Hart v. Central Sprinkler Corp., No. BC 17627 (Cal. Super. Ct., Los Angeles County) and *County of Santa Clara v. Central Sprinkler Corp.*, No. CV 17710119 (Cal. Super. Ct., Santa Clara County) (sprinklers)

Smith v. Behr Process Corporation, No. 98-2-00635 (Wash. Super. Ct., Gray Harbor County) (stain product)

Lovelis v. TITflex, CIV. No. 04-211 (Ak. Cir. Ct., Clark County) (gas transmission pipe)

Shields vs. Bridgestone/Firestone, Inc., Bridgestone Corporation, No. E-167.637 (D. Tex.) (tires)

Baird v. Thomson Consumer Electronics, No. 00-L-000761 (Ill. Cir. Ct., Madison County) (television)

Peterson v. BASF Corporation, File No. C2-97-295 (D. Minn.) (herbicide)

Wholesale Electricity Antitrust Cases I & II, J.C.C.P. Nos. 4204 & 4205 (Cal. Super. Ct.,

San Diego County) (energy)

Foothill/De Anza Community College District v. Northwest Pipe Company, No. CV-00-20749-JF/EAI (N.D. Cal.) (fire sprinklers)

Posey v. Dryvit Systems, Inc. No. 17,715-IV (Tenn. Cir. Ct., Jefferson County) (EIFS stucco)

Bankruptcies with Mass Tort Claimants

In re Dow Corning, No. 95-20512 (Bankr. E.D. Mich.) (breast implant)

In re U.S. Brass Corp., No.94-40823S (Bankr. E.D. Tex.) (polybutylene)

In re The Celotex Corp., Consolidated Case Nos: 90-10016-8B1 and 90-10017-8B1
(Bankr. M.D. Fla.) (asbestos)

In re Johns-Manville Corp., 68 B.R. 618, 626 (Bankr. S.D.N.Y.) (asbestos)

In re Raytech Corp., No. 5-89-00293 (Bankr. D. Conn.) (asbestos)

In re Kaiser Aluminum Corporation, Case NO. 02-10429 (JFK) (D. Del)

In re Owens Corning, Chapter 11, No. 00-03837 (MFW) (Bankr. D. Del.)

In re W.R. Grace & Co., Chapter 11, No. 01-01139 (JJF) (Bankr. D. Del.)

In re Armstrong World Industries, Inc., Chapter 11, No: 00-4471 (JJF) (Bankr. D. Del.)

5. I have testified as an expert at trial and in a deposition in *Engle v. R. J. Reynolds Tobacco*, No. 94-08273 (Fla. Cir. Ct., Dade County). I have been deposed as an expert in *In re NASDAQ Market-Makers Antitrust Litigation*, M21-68 RWS), 94-CIV. 3994 (RWS), M.D.L. No. 123 (S.D.N.Y.), *In re Dow Corning*, No. 95-20512 (Bankr. E.D. Mich.), *Georgine v. Amchem, Inc. et al.*, C.A. No. 93-CV-0215 (E.D. Pa.), *In re W. R. Grace & Co.*, Chapter 11, No.01-01139 (JJF) (Bankr. D. Del.) and *Gross v. Chrysler Corp.*, No. 061170 (Md. Cir. Ct., Montgomery County). I have testified in court in *In re Swan Transportation Company*, Chapter 11, Case No. 01-11690, *Cox v. Shell Oil Co.*, No. 18,844 (Tenn. Ch. Ct., Obion County), *Ahearn v. Fibreboard Corporation*, C.A. No. 6:93cv526 (E.D. Tex.) and *Continental Casualty Co. v. Rudd*, C.A. No. 6:94cv458 (E.D. Tex.).
6. I am the author of *The Plain Language Tool Kit for Class Action Notice* published in the October 25, 2002 issue of Class Action Litigation Report and the author of *Quantifying Notice Results in Class Actions – the Daubert/Kumho Mandate* published in the July 27, 2001 issue of Class Action Litigation Report and the August 7, 2001 issue of The United States Law Week, both publications of the Bureau of National Affairs, Inc. In addition, I am author of *The Ten Commandments of Class Action Notice* published in the September 24, 1997 issue of the Toxics Law Reporter and co-author of *How Viable Is the Internet for Class Action Notice* published in the March 25, 2005 issue of Class Action Litigation Report, both also publications of the Bureau of National Affairs, Inc.
7. Several courts have commented favorably regarding my analysis of the effectiveness of notice plans and upon the plans of notice prepared by KNC. For example, in *Ahearn v. Fibreboard Corp.*, No. 6:93cv526 (E.D. Tex.) and *Continental Casualty Co. v. Rudd*, No.

6:94cv458 (E.D. Tex.), Chief Judge Robert M. Parker stated: "I have reviewed the plan of dissemination and I have compared them to my knowledge at least of similar cases, the notices that Judge Weinstein has worked with [in the *Agent Orange* litigation] and Judge Pointer [in the *Silicon Gel Breast Implant Litigation*], and it appears to be clearly superior." Similarly, in *In re Celotex Corp.*, Nos. 90-10061-8B1 and 90-10017-8B1 (Bankr. M.D. Fla.), the Hon. Thomas E. Baynes, Jr. stated: "[T]he record should also reflect the Court's appreciation to Ms. Kinsella for all the work she's done, not only in pure noticing, but ensuring that what noticing we did was done correctly and professionally."

8. In *Cox v. Shell Oil Co.*, Civil Action No. 18,844 (Tenn. Ch. Ct., Obion County), a class action concerning polybutylene plumbing, Judge Michael Maloan, of the Tennessee Chancery Court, entered an Order approving the nationwide settlement and the notice plan, stating: "The Court finds the notice program is excellent. As specified in the findings below, the evidence supports the conclusion that the notice program is one of the most comprehensive class notice campaigns ever undertaken."
9. In approving the notice plan for implementation in the *In re Compact Disc Minimum Advertised Price Antitrust Litigation*, D. Me., MDL No. 1361, Judge D. Brock Hornby stated, "(the plan) provided the best practicable notice under the circumstances and complied with the requirements of both 15 U.S.C. 15c(b)(1).... the notice distribution was excellently designed, reasonably calculated to reach potential class members, and ultimately highly successful in doing so."
10. The Honorable Jeremy Fogel, U.S. District Court for the Northern District of California, San Jose Division in *Foothill/De Anza Community College District v. Northwest Pipe Company*, No. CV-00-20749-JF/EAI (N.D. Cal.) commended the notice program as follows: "The Court finds that the settling parties undertook a thorough and extensive notice campaign designed by Kinsella/Novak Communications, LLC, a nationally-recognized expert in this specialized field. The Court finds and concludes that the Notice Program as designed and implemented provides the best practicable notice to the Class, and satisfied requirements of due process."
11. In *Cox v. Microsoft Corporation*, No. 105193/00 (N.Y. Supreme Ct., New York County) Judge Karla Moskowitz, stated "The court finds that the combination of individual mailing, e-mail, website and publication notice in this action is the most effective and best notice practicable under all the circumstances, constitutes due, adequate and reasonable notice to all Class members and otherwise satisfies the requirements of CPLR 904, 908 and other applicable rules. The Settlement meets the due process requirement for class actions by providing Class members an opportunity either to be heard and participate in the litigation or to remove themselves from the Class."
12. In approving a notice plan that involves a proposed settlement of more than \$200 million for U.S. and U.K. class members, in *In re International Air Transportation Surcharge Antitrust Litigation*, No. M 06-1793 CRB, MDL No. 1793 (N.D. Cal. 2008) U.S. District Judge Charles Breyer stated: "I think the notice is remarkable in this case." "This is brilliant. This is the best notice I've seen since I've been on the bench." "Turning back to the settlement, again I want to applaud the parties for the notice. I mean it's amazing. You know, it really is

good.” “And I once again want to express my sincere appreciation of the notice. I mean, I was just extraordinarily impressed. Extraordinarily impressed.

13. KNC was retained to design and implement, a combined Notice Program encompassing the Proposed Class Action Settlement Notice Program in *New England Carpenters Health Benefits Fund v. First DataBank, Inc. and McKesson Corp.* (as to Defendant First DataBank) and *D.C. 37 Health & Security Plan v. Medi-Span (“FDB/Medi-Span”)*, and the Class Action Pendency Notice Program in *New England Carpenters Health Benefits Fund v. First DataBank, Inc. and McKesson Corp.* (as to Defendant McKesson) (“*McKesson*”). I submit this declaration to describe the elements of the Notice Program.

Proposed Notice Program

14. The objective of the Notice Program is to provide adequate notice of the certification in *McKesson* and the Proposed Settlement in *FDB/Medi-Span* to Class Members who are defined as follows:

- a) The Proposed Class Action Settlement Class in *FDB/Medi-Span*, referred to as the “Private Payor Class” (which does include some TPPs) is defined as:

- i) “All individual persons or entities who, during the Class Period, made purchases and/or paid, whether directly, indirectly, or by reimbursement, for all or part of the purchase price of [covered drugs], where any or all of the purchase price, reimbursement or payment amount was based in any part on the Average Wholesale Price, Blue Book Average Wholesale Price, or similar data published or disseminated by First DataBank, Inc. or Medi-Span, electronically or otherwise, and which such Average Wholesale Price, Blue Book Average Wholesale Price, or similar data published or disseminated by First DataBank, Inc. or Medi-Span, electronically or otherwise, in whole or part, was based on a FDB wholesale survey.”
- ii) “The class includes the ultimate Third Party Payors providing the prescription pharmaceutical benefit and not the PBMs with which those Third Party Payors contract with to administer or manage that prescription benefit on behalf of the class members, unless such PBMs are the fiduciary of the Third Party Payors or by contract assumed, in whole or in part, the insurance risk of that prescription pharmaceutical benefit during the Class Period.”

- b) The Court has certified two Classes in *McKesson*:

- i) “Consumer Class”: “[For] a period beginning August 1, 2001 and ending on May 15, 2005 for all purposes: Class 1, Consumer Purchasers: All individual persons who paid, or incurred a debt enforceable at the time of judgment in this case to pay, a percentage co-payment for the Marked Up Drugs during the Class Period based on AWP, pursuant to a plan, which in turn reimbursed the cost of brand-name pharmaceutical drugs based on AWP. The Marked Up Drugs include all of the drugs identified in Exhibit A to the Third Amended

Complaint and consist of certain brand-name drugs only.”

- ii) “TPP Class”: “[F]or a period beginning August 1, 2001 and ending on December 31, 2003 for the purpose of damages, and for a period beginning August 1, 2001 and ending on May 15, 2005 for purposes of liability and equitable relief: Class 2, Third-Party Payors: All third-party payors (1) the pharmaceutical payments of which were based on AWP during the Class Period; (2) that made reimbursements for drugs based on an AWP that was marked up from 20 to 25% during the term of its contract with its PBM or with another entity involved in drug reimbursement; and (3) that used First DataBank or Medispan for determining the AWP of the marked up drugs. The Marked Up Drugs are all drugs identified in Exhibit A and consist of brand-name drugs only.”

15. KNC designed a four-part notification program that includes:

- a) Direct notice by first-class mail to all individuals whose names and addresses are readily identifiable.
- b) Broad notice through the use of paid media including national newspaper supplements, national newspapers, national consumer magazines and trade publications.
- c) Notice through a national earned media campaign.
- d) Electronic notice through an Internet website listed with major search engines and Internet banner ads on a variety of targeted websites.

16. Direct mail notice will consist of mailing *McKesson Notice of Class Action Pendency* and the *FDB/Medi-Span Notice of Class Action Settlement* (“the Notices”) to potential Class Members to inform them of their rights and how they may participate in the class action. This direct notice will be:

- a) Sent via first-class mail to:
 - i) All Third-Party Payors identified by the claims administrator.
 - ii) All Class Members who request them via the toll-free information line or P.O. box in the Publication Notice.
 - iii) Those Class Members who requested a copy of the Notice as a result of the previous Notice Program in FDB/Medi-Span.
- b) Available in both English and Spanish to individuals who write or call.
- c) Available on the informational website as a downloadable PDF file.

17. To design the paid media segment of the notice plan, KNC selected demographics that encompass the characteristics of Class Members. Media vehicles were then analyzed and selected for their strength and efficiency in reaching these demographic targets.
18. For the purpose of developing profiles of the demographics and media habits of Class Members, KNC analyzed syndicated data available from the 2007 Doublebase Survey¹ from MediaMark Research, Inc. ("MRI"). MRI is a nationally accredited media and marketing research firm that provides syndicated data on audience size, composition, and other relevant factors pertaining to major media including broadcast, magazines, newspapers, and outdoor advertising. MRI provides a single-source measurement of major media, products, services, and in-depth consumer demographic and lifestyle/psychographic characteristics.
19. MRI provides specific data on Adults 18+ who have used any branded or generic drug in the past 12 months ("Prescription Drug Users"). However, because there is no Internet measurement of Prescription Drug Users, KNC also developed secondary targets of Adults 18+ and Adults 35+, whose Internet use is measured. 76.1% of Prescription Drug Users are Adults 35+ and therefore the measurement of print and Internet usage by the target of Adults 35+ will likely be similar to that of Prescription Drug Users. Based on this information, audiences were chosen that encompass these demographics. The media plan is based on reaching these specific consumers and not the general public. All media purchased will be measured against these targets as indicated below.
20. The demographic targets are as follows:
 - a) Men and woman 18 years of age or older who have taken a branded or generic prescription drug in the past 12 months ("Prescription Drug Users")
 - b) Men and women 35 years of age or older ("Adults 35+")
 - c) Men and women 18 years of age or older ("Adults 18+")
21. The proposed media schedule includes advertising in national newspaper supplements and newspapers, national consumer magazines, trade publications, and on the Internet.
22. The national newspaper supplements included in the program are inserted in 1,005 newspapers reaching every major media market in the country. The insertions will be as follows:
 - a) A 1/2-page ad (4-3/4" x 10-1/4") once in *Parade* with an estimated circulation of 32,200,000

¹ MRI produces an annual Doublebase, a study of 50,000+ adults consisting of two full years of data. The MediaMark sample consists of 26,000+ respondents. Fieldwork is done in two waves per year, each lasting six months and consisting of 13,000 interviews. At the end of the interview, the fieldworker presents a self-administered questionnaire that measures approximately 500 product/service categories, 6,000 brands, and various lifestyle activities. Resulting data is weighted to reflect the probabilities of selection inherent in the sample design and then balanced so that major study demographics match the most recent independent estimates.

- b) A 1/2-page ad (4-5/8" x 10-1/2") once in *USA Weekend* with an estimated circulation of 23,000,000

23. The national newspapers will include the following:

- a) A 1/4-page ad (5-7/10" x 10-1/2") once in the daily edition of *The New York Times* with an estimated circulation of 1,037,828.
- b) A 1/4-page ad (5.35" x 10.5") once in the daily edition of *The Wall Street Journal* with an estimated circulation of 1,721,694.

24. The national consumer magazines will include the following:

- a) A full-page ad (7-5/8" x 10") once in *Ebony* with an estimated circulation of 1,450,000.
- b) A full-page ad (7" x 10") once in *Health* with an estimated circulation of 1,350,000.
- c) A full-page ad (7" x 10") once in *Newsweek* with an estimated circulation of 2,600,000.
- d) A full-page ad (7" x 10") once in *People* with an estimated circulation of 3,450,000.
- e) A full-page ad (7" x 10") once in *People en Español* with an estimated of 515,000.
- f) A full-page spread ad (9-1/2" x 6-15/16") once in *Prevention* with an estimated of 3,300,000.
- g) A full-page spread ad (9-1/2" x 6-3/4") once in *Reader's Digest* with an estimated of 8,000,000.

25. The trade publications will include the following:

- a) A full-page ad (7-1/2" x 10-3/8") once in *HR Magazine*, with an estimated circulation of 226,410.
- b) A full-page ad (7" x 10") once in *National Underwriter Life & Health*, with an estimated circulation of 50,200.

26. Internet advertising will include the following placements for a six-week period:

- a) Banner advertisements measuring 728 x 90 pixels and 468 x 60 pixels will appear, on a rotating basis, on websites that are part of the 24/7 Real Media Network, for a total estimated 200,000,000 gross impressions.²
- b) Banner advertisements measuring 728 x 90 pixels and 300 x 250 pixels will appear, on a rotating basis, on various AOL websites for a total estimated 12,500,000 gross impressions
- c) Banner advertisements measuring 728 x 90 pixels and 300 x 250 and 120 x 600 pixels will appear, on a rotating basis, on various Yahoo! Web pages, for a total estimated 12,500,000 gross impressions.
- d) Banner advertisements measuring 728 x 90 pixels and 300 x 250 and 120 x 600 pixels will appear, on a rotating basis, on various Healthline Web pages, for a total estimated 4,000,000 gross impressions.
- e) Banner advertisements measuring 728 x 90 pixels and 300 x 250 and 120 x 600 pixels will appear, on a rotating basis, on various Everyday Health Network Web pages, for a total estimated 4,000,000 gross impressions.

27. For the purpose of evaluating the strength and efficiency of the media, the newspaper supplements, national newspapers and consumer magazines were measured against the demographic targets to establish the estimated *reach*³ of the media program and the estimated *frequency*⁴ of exposure to the media vehicles. The following are the estimates by target:

a) Prescription Drug Users (Print Reach Only):

- i) An estimated 71.41% of Prescription Drug Users will be reached with an average estimated frequency of 1.83 times, delivering 118,478,000 gross impressions using print only.
- ii) An estimated 64,823,000 of Prescription Drug Users will have an opportunity to see the Publication Notice.
- iii) Internet use by Prescription Drug Users is not measured. Therefore, the above does not include any reach achieved through the Internet. 76.1% of Prescription Drug Users are Adults 35+. The measurement of Adults 35+ is included to demonstrate that the likely reach of Prescription Drug Users within this population would be similar. Adults 18+ encompasses all adult ages of Prescription Drug Users.

b) Adults 35+ (Print and Internet Reach):

² Gross Impressions are the total number of times a media vehicle containing the notice is seen. This is a duplicated figure, as some viewers will see several media vehicles that contain the notice.

³ Reach is the estimated percentage of a target audience reached through a specific media vehicle or combination of media vehicles.

⁴ Frequency is the estimated average number of times an audience is exposed to an advertising vehicle carrying the message.

- i) An estimated 80.6% of Adults 35+ will be reached with an average estimated frequency of 3.4 times, delivering 413,590,000 gross impressions⁵.
 - ii) An estimated 121,512,000 of Adults 35+ will have an opportunity to see the Publication Notice.
 - c) Adults 18+ (Print and Internet Reach):
 - i) An estimated 75.7% of Adults 18+ will be reached with an average estimated frequency of 3.0 times, delivering 499,838,000 gross impressions.
 - ii) An estimated 165,333,000 of Adults 18+[target] will have an opportunity to see the Publication Notice.
28. The Notice Program will also include earned media to augment the paid media plan. Elements of the earned media program will include:
- a) Creating a press release and distributing it via PR Newswire's national wire.
 - b) Monitoring and tracking of print news media.
29. A Web site will be established and listed with major search engines to enable Class Members to get information on the Proposed Settlement in *FDB/Medi-Span* and the certification in *McKesson*.
30. All print advertising and media will carry a toll-free telephone number, a Web site address and a mailing address for potential Class Members to request or access the Notices.

Proposed Combined Publication Notices for *FDB/Medi-Span* and *McKesson*

31. KNC is proposing two summary/publication notices. One notice directed to consumers for placement in consumer publications, and one directed to third-party payors ("TPPs") for placement in trade publications they would normally read. Each summary notice would contain information on both the *FDB/Medi-Span* and the *McKesson* class actions.
32. Although *FDB/Medi-Span* is a settlement and *McKesson* is a class certification, it is my opinion that the combined notices as proposed clearly inform class members about the litigation and their rights.
- a) The class actions are sufficiently related in terms of issues, claims, brand-name drugs and defenses. The integrated and related roles of FDB and McKesson in the alleged conspiracy to inflate the AWP for the same brand-name drugs with Medi-Span playing a supporting explained together in is one story that is appropriate and comprehensive.

⁵ Gross Impressions are the total number of times a media vehicle containing the notice is seen. This is a duplicated figure, as some viewers will see several media vehicles that contain the notice.

- b) I would be concerned that two different notices running in the same issues of publication – which would be necessary given the schedules in both cases – would be more confusing to potential class members than treating the related class actions in one notice.
33. It is important to note that the role of publication notice is to alert class members to their potential involvement in class action litigation. It is the first step to obtaining complete information on the litigation and class member rights. The combined publication notice serves this purpose with simplicity and allows the class member to view or receive the detailed information in the long form notices.

Conclusion

34. It is my opinion that the reach of our target audiences and the number of exposure opportunities to the notice information is adequate and reasonable under the circumstances, and consistent with the standards employed by KNC in notification programs designed to reach unidentified members of settlement and certification classes. The Notice Plan as designed is fully compliant with Rule 23 of the Federal Rules of Civil Procedure.

I declare under penalty of perjury that the foregoing is true and correct. If called as a witness, I could and would competently testify thereto.

Katherine Kinsella
Katherine Kinsella

July 14, 2008
Date

CERTIFICATE OF SERVICE

I hereby certify that a true copy of the above document was served upon the attorney of record for each other party through the Court's electronic filing service on July 15, 2008.

/s/ Steve W. Berman

Steve W. Berman



KINSELLA / NOVAK
COMMUNICATIONS, LLC

NOTICE PROGRAM

*NEW ENGLAND CARPENTERS
HEALTH BENEFITS FUND V. FIRST
DATABANK, INC. AND MCKESSON
CORP.*

-AND-

*D.C. 37 HEALTH & SECURITY PLAN
V. MEDI-SPAN*

UNITED STATES DISTRICT COURT FOR
THE DISTRICT OF MASSACHUSETTS

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THE ART & SCIENCE OF LEGAL NOTIFICATION

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FIRM OVERVIEW

Kinsella/Novak Communications, LLC (“KNC”) is a nationally recognized advertising and legal notification consulting firm specializing in the design and implementation of class action and bankruptcy notification programs to reach unidentified putative class members.

KNC has developed and directed some of the largest and most complex national notification programs, primarily in antitrust, bankruptcy, consumer fraud, mass tort, and product liability litigation. Specific cases have spanned a broad spectrum of issues, including asbestos, breast implants, home siding and roofing products, infant formula, pharmaceuticals, polybutylene plumbing, tobacco, and Holocaust claims. The firm has developed or consulted on over 300 notification programs and has placed over \$175 million in paid media notice. A selection of KNC’s case experience is attached as Exhibit 1.

KNC develops advertisements, press materials, websites and other notice materials that bridge the gap between litigation complexities and the need for a clear and simple explanation of legal rights. The firm employs industry-recognized tools of media measurement to quantify the adequacy of the notice for the court, and ensures all notice materials are in “plain language” and are fully compliant with Rule 23 of the Federal Rules of Civil Procedure (“Rule 23”) and comparable state guidelines.

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NOTICE PROGRAM OVERVIEW

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NOTICE PROGRAM OVERVIEW: PROGRAM COMPONENTS

This Notice Program outlines procedures to provide notice of the class certification in *New England Carpenters Health Benefits Fund v. McKesson Corp.* as a class action, and the Proposed Settlement in *New England Carpenters Health Benefits Fund v. First DataBank, Inc.* and *D.C. 37 Health & Security Plan v. Medi-Span*, consistent with the requirements set forth in Rule 23.

For ease of reading throughout this plan, the actions are abbreviated as follows:

- *New England Carpenters Health Benefits Fund v. First DataBank, Inc. and McKesson Corp.* as to Defendant First DataBank and *D.C. 37 Health & Security Plan v. Medi-Span*: “**FDB/Medi-Span**”
- *New England Carpenters Health Benefits Fund v. First DataBank, Inc. and McKesson Corp.* as to Defendant McKesson: “**McKesson**”

Based upon information provided by Plaintiffs’ Counsel, the results of research on Class Members and their response to media and the media habits of the target audiences, KNC recommends the following four-part notice program.

- **DIRECT NOTICE:** The *McKesson Notice of Class Action Pendency* and the *FDB/Medi-Span Notice of Class Action Settlement* (“the Notices”) will be:
 - Sent via first-class mail to:
 - All Third-Party Payors identified by the claims administrator.
 - All Class Members who request them via the toll-free information line or P.O. box in the Publication Notice.
 - Those Class Members who requested a copy of the Notice as a result of the previous Notice Program in *FDB/Medi-Span*.
 - Available in both English and Spanish to individuals who write or call.
 - Available on the informational website as a downloadable PDF file.
- **PAID MEDIA-BASED NOTICE:** After careful research of the demographics of Class Members, KNC recommends broad paid media notice comprised of print and Internet vehicles that will reach those Class Members, including:
 - Consumer magazines, newspaper supplements, national newspapers trade publications, and
 - Internet banner ads on multiple networks and hundreds of targeted websites.

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- **NOTICE WEBSITE:** To ensure Class Members' easy access to updated information, KNC recommends electronic notice through a dedicated website that includes search optimization tools, and Internet search engine sponsorships through keyword/phrase searches to facilitate Class Members' access to the site.
- **EARNED MEDIA:** KNC recommends amplifying the paid media notice efforts with outreach to earned media, through a press release sent to major national print outlets.

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NOTICE PROGRAM OVERVIEW: DIRECT MAIL

A limited number of consumers and a large number of Third-Party Payors (“TPPs”) will receive direct mail in these cases.

DIRECT MAIL TO CONSUMERS

Direct mail notice to most private-payors/consumers in *FDB/Medi-Span* and *McKesson* is not feasible due to a lack of readily identifiable names and contact information. Direct mail notice in all cases will therefore consist of mailing the Notices to all callers to a toll-free information line who request the either document. A toll-free number for this information line will appear prominently in the Publication Notice. Approximately 1,100 consumers who requested the Notice in the previous *FDB/Medi-Span* case will also receive the Notices.

Class Members may also download the Notices in PDF format from the informational website.

DIRECT MAIL TO THIRD-PARTY PAYORS

Direct mail notice in *FDB/Medi-Span* and *McKesson* to TPPs will consist of mailing the Notices to appropriate identifiable TPP Class Members informing them of their legal rights and how they may remain in or exclude themselves from the class action. The Notices will be sent to:

- Appropriate entities likely to be Class Members, in the proprietary TPP Database compiled by Complete Claim Solutions (“CCS”), the class administrator. The Database includes insurance companies, healthcare and welfare funds, employee benefit funds, third-party administrators, pharmacy benefit managers and other record keepers for noticing purposes in TPP class actions. The Database was compiled from contacting, researching and accessing the records of various databases and listings of affiliations, group insurance plans, self-insureds, ERISA funds, pharmacy benefit manager listings, etc. as follows:
 - Pharmacy Benefit Management Institute;
 - Benefits SourceBook;
 - Managed Care Information Centers;
 - Judy Diamond Associates;
 - AM Best Company;
 - Association of Managed Care Providers;
 - Society of Professional Benefit Administrators;
 - American’s Health Insurance Plans;
 - Self-Insurance Institute of America; and
 - National Association of Insurance Commissioners.

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Included in the Database are:

- Approximately 29,000 companies with 100 or more employees that have self-funded (fully or partially) plans, derived from Form 5500 filings;
- 1,356 Third-Party Claim Administrators; and
- 1,300 member companies of American Health Insurance Plans that provide or administer health insurance benefits to over 200 million Americans which represent 90 percent of the managed care market (HMOs, PPOs and POSs, etc.).

The Database is regularly updated with new entries from the above sources as well as TPPs identified through other class action litigation.

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NOTICE PROGRAM OVERVIEW: PAID MEDIA PROGRAM

Direct notice will be provided to all identifiable Class Members. To reach unidentifiable Class Members, KNC recommends the use of measurable paid media. Paid media advertising is guaranteed to appear, allowing for control of the content, timing and positioning of the message. Newspapers, consumer magazines, television, radio and the Internet, among other sources, offer paid media opportunities.

In considering which media to use for this case, KNC evaluated the media consumption habits of Prescription Drug Users, and developed secondary targets of Adults 35+ and Adults 18+, then analyzed the cost-effectiveness, exposure opportunities and reach potential of each media type.

In choosing which placements would be best for this case, KNC reviewed available consumer magazines, newspaper supplements, national newspapers, trade publications and online advertising opportunities for reach of the target audiences as well as compatibility of the editorial. The recommended media types are cost-effective vehicles for reaching Adults 35+, Adults 18+ and Prescription Drug Users and are the recommended components of the paid media program.

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NOTICE PROGRAM OVERVIEW: PAID MEDIA PLACEMENTS AT-A-GLANCE

The following is a snapshot of KNC's recommended media placements in this case. More detailed information about each publication and its applicability to the target audiences in this case appears in the Paid Media Placements section of this plan.

PRINT MEDIA

CONSUMER MAGAZINES

	CIRCULATION	UNIT TYPE	INSERTIONS
EBONY	1,450,000	FULL PG B/W	1
NEWSWEEK	2,600,000	FULL PG B/W	1
PEOPLE	3,450,000	FULL PG B/W	1
PEOPLE EN ESPANOL	515,000	FULL PG B/W	1
READER'S DIGEST	8,000,000	FULL SPREAD B/W	1
PREVENTION	3,300,000	FULL SPREAD B/W	1
HEALTH	1,300,000	FULL PG B/W	1

NEWSPAPER SUPPLEMENTS

PARADE	32,200,000	1/2-PG B/W	1
USA WEEKEND	23,000,000	1/2-PG B/W	1

NATIONAL NEWSPAPERS

WALL STREET JOURNAL	1,713,413	1/4 PG B/W	1
NEW YORK TIMES	1,037,828	1/4 PG B/W	1

TRADE PUBLICATIONS

HR MAGAZINE	213,140	FULL PG B/W	1
NATIONAL UNDERWRITER - LIFE & HEALTH	50,200	FULL PG B/W	1

INTERNET

INTERNET TARGET AUDIENCE:

- ADULTS 35+

INTERNET

ACTIVITY WILL APPEAR ACROSS A WIDE RANGE OF SITES PROVIDING SUPPLEMENTAL REACH TO THE PRINT PLAN. WHEN POSSIBLE, ONLINE PROPERTIES WILL CAP IMPRESSION DELIVERY AT 3 TIMES PER USER OR IP ADDRESS TO ENSURE MAXIMUM DISTRIBUTION OF THE MESSAGE.

VENDORS	ESTIMATED MINIMUM GROSS IMPRESSIONS	UNIT TYPE
24/7 NETWORK	200,000,000	BANNER
AOL.COM	12,500,000	BANNER
YAHOO!	12,500,000	BANNER
EVERYDAY HEALTH	4,000,000	BANNER
HEALTHLINE.COM	4,000,000	BANNER

ESTIMATED PLAN DELIVERY

TARGET	REACH	FREQUENCY
ADULTS 35+ (PRINT + INTERNET)	80.60%	3.4
ADULTS 18+ (PRINT + INTERNET)	75.70%	3.0
Rx USERS (PRINT ONLY)	71.41%	1.8

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NOTICE PROGRAM OVERVIEW: NATIONAL MEDIA DELIVERY

The paid media program outlined in this plan provides Class Members with multiple exposure opportunities to media vehicles carrying the Publication Notice and delivers the following estimated reach and frequency measurements¹:

Prescription Drug Users (Print Reach Only):

- An estimated 71.41% of Prescription Drug Users will be reached with an average estimated frequency of 1.83 times, delivering 118,478,000 gross impressions using print only.
- An estimated 64,823,000 of Prescription Drug Users will have an opportunity to see the Publication Notice.
- Internet use by Prescription Drug Users is not measured. Therefore, the above does not include any reach achieved through the Internet. 76.1% of Prescription Drug Users are Adults 35+. The measurement of Adults 35+ is included to demonstrate that the likely reach of Prescription Drug Users within this population would be similar. Adults 18+ encompasses all adult ages of Prescription Drug Users.

Adults 35+ (Print and Internet Reach):

- An estimated 80.6% of Adults 35+ will be reached with an average estimated frequency of 3.4 times, delivering 413,590,000 gross impressions².
- An estimated 121,512,000 of Adults 35+ will have an opportunity to see the Publication Notice.

Adults 18+ (Print and Internet Reach):

- An estimated 75.7% of Adults 18+ will be reached with an average estimated frequency of 3.0 times, delivering 499,838,000 gross impressions.
- An estimated 165,333,000 of Adults 18+[target] will have an opportunity to see the Publication Notice.

¹ MRI is a sample-based survey. Therefore, estimates of audience and/or demographics from these surveys are subject to sampling and non-sampling error. The use of mathematical values from those surveys should not be regarded as a representation that they are exact to the precise mathematical value stated.

² Gross Impressions are the total number of times a media vehicle containing the notice is seen. This is a duplicated figure, as some viewers will see several media vehicles that contain the notice.

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**BACKGROUND
ON
*FIRST DATABANK
AND
MEDI-SPAN***

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CASE BACKGROUND: SITUATION ANALYSIS

There are two cases, and three Defendants, involved in this Notice Program. Both cases involve allegations of inflation of the Average Wholesale Price (“AWP”) of certain generic and branded drugs.

There is a Proposed Settlement in *Medi-Span* and *First DataBank*. KNC previously executed a Notice Program for an earlier Proposed Settlement in those cases, but the Court subsequently rejected that Proposed Settlement. This is therefore a second Notice Program in those two cases, which for purposes of notice have been dealt with concurrently.

On March 19, 2008, the Court certified two Classes in *McKesson*. Given the similarity of claims and allegations involved, it is reasonable and practicable to provide notice of the Proposed Settlement in *Medi-Span* and *First DataBank*, and the class certification/pendency in *McKesson* together in one Notice Program.

The Court recently summarized Plaintiffs’ claims in these cases:

To recap the allegations, beginning in late 2001, First DataBank, a drug pricing publisher, and McKesson, a drug wholesaler, reached a secret agreement to raise the Wholesale Acquisition Cost (“WAC”) to AWP spread from 20% to 25% for the over four hundred Marked Up Drugs. McKesson communicated these new 25% WAC to AWP markups to First DataBank, which then published AWP’s with the new markup. To conceal the Scheme, McKesson and First DataBank agreed to effectuate price changes only when some other WAC-based price announcement was made by a drug manufacturer. By 2002, McKesson estimated that 95% of all prescription drug manufacturers used the inflated 25% markup, and that, by 2004, 99% of all prescription drug manufacturers did so. The Scheme ended on March 15, 2005, when First DataBank disclosed that it had ceased to conduct surveys of the market to obtain AWP information, contradicting prior statements.

The Scheme resulted in higher profits for retail pharmacies that purchase drugs on the basis of WAC, but get reimbursed on the basis of AWP. McKesson implemented the Scheme in order to provide this greater AWP “spread” to important retail pharmacy clients like Rite Aid and Walmart as well as its own pharmacy related businesses.

FDB and Medi-Span deny any wrongdoing. The Proposed Settlement is not an admission of wrongdoing or an indication that any law was violated. FDB and Medi-Span have entered into the Proposed Settlement solely to avoid further expense,

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inconvenience, and the burden of these litigations and any other present or future litigation arising out of the facts that allegedly gave rise to this litigation.

McKesson also denies any wrongdoing and strongly opposed class certification.

Direct notice cannot reach all Class Members. Direct notice will reach a comprehensive database of TPPs and some consumers who previously identified themselves as result of the prior Notice Program in these cases, but virtually all consumers will need to receive notice through a paid media program. The direct notice to TPPs will be augmented with notice in two trade publications.

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CASE BACKGROUND: CLASS DEFINITIONS

The Proposed Class Action Settlement Class in *Medi-Span* and *First DataBank*, referred to as the “Private Payor Class” (which does include some TPPs) is defined as:

- “All individual persons or entities who, during the Class Period, made purchases and/or paid, whether directly, indirectly, or by reimbursement, for all or part of the purchase price of [covered drugs], where any or all of the purchase price, reimbursement or payment amount was based in any part on the Average Wholesale Price, Blue Book Average Wholesale Price, or similar data published or disseminated by First DataBank, Inc. or Medi-Span, electronically or otherwise, and which such Average Wholesale Price, Blue Book Average Wholesale Price, or similar data published or disseminated by First DataBank, Inc. or Medi-Span, electronically or otherwise, in whole or part, was based on a FDB wholesale survey.”
- “The class includes the ultimate Third Party Payors providing the prescription pharmaceutical benefit and not the PBMs with which those Third Party Payors contract with to administer or manage that prescription benefit on behalf of the class members, unless such PBMs are the fiduciary of the Third Party Payors or by contract assumed, in whole or in part, the insurance risk of that prescription pharmaceutical benefit during the Class Period.”

The Class in *Medi-Span* and *First DataBank* excludes “Defendants, their respective present and former, direct and indirect, parents, subsidiaries, divisions, partners and affiliates; the United States government, its officers, agents, agencies and departments; the States of the United States and their respective officers, agents, agencies and departments; and all other local governments and their officers, agents, agencies and departments.”

The Court has certified two Classes in *McKesson*.

- “Consumer Class”: “[For] a period beginning August 1, 2001 and ending on May 15, 2005 for all purposes: Class 1, Consumer Purchasers: All individual persons who paid, or incurred a debt enforceable at the time of judgment in this case to pay, a percentage co-payment for the Marked Up Drugs during the Class Period based on AWP, pursuant to a plan, which in turn reimbursed the cost of brand-name pharmaceutical drugs based on AWP. The Marked Up Drugs include all of the drugs identified in Exhibit A to the Third Amended Complaint and consist of certain brand-name drugs only.”
- “TPP Class”: “[F]or a period beginning August 1, 2001 and ending on December 31, 2003 for the purpose of damages, and for a period beginning August 1, 2001 and ending on May 15, 2005 for purposes of liability and

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equitable relief: Class 2, Third-Party Payors: All third-party payors (1) the pharmaceutical payments of which were based on AWP during the Class Period; (2) that made reimbursements for drugs based on an AWP that was marked up from 20 to 25% during the term of its contract with its PBM or with another entity involved in drug reimbursement; and (3) that used First DataBank or Medispan for determining the AWP of the marked up drugs. The Marked Up Drugs are all drugs identified in Exhibit A and consist of brand-name drugs only.”

The Classes in *McKesson* exclude “(a) each defendant and any entity in which any defendant has a controlling interest, and their legal representatives, officers, directors, assignees and successors; (b) any co-conspirators; and (c) any governmental entities that purchased such drugs during the class period.”

For clarity throughout this Notice Program, “Consumers” will refer to non-TPPs in the Private Payor Class in *FDB/Medi-Span* and as well as the Consumer Class in *McKesson*. “TPPs” will refer to TPPs in the Private Payor Class in *FDB/Medi-Span* as well as the TPP Class in *McKesson*.

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APPROACH TO NOTICE

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APPROACH TO NOTICE: TECHNICAL APPROACH

KNC's technical approach is based on its expertise as a leading provider of notice in class actions, knowledge of court-approved notice programs at the state and federal levels, and years of experience in designing and implementing legal notification programs both nationally and internationally.

KNC begins by conducting detailed research on the claims that are the subject of the class action and how they relate to the affected population. This analysis yields the demographic characteristics of class members – such as age, gender, income, and education level – and the geographic distribution of class members. This research provides the parameters for identifying and locating class members and shapes the scope of the notice program.

Specifically, KNC:

- Reviews demographic and product information provided by the client, performs independent research and establishes a demographic profile of the target audience. All media selections are based on this profile to ensure the optimum reach of potential class members and frequency of message exposure.
- Examines the geographic distribution of potential class members to determine effective geographic coverage.
- Evaluates and compares the relative effectiveness of media vehicles – consumer magazines, newspapers, specialty publications, broadcast television, radio and the Internet – in reaching the target audience.
- Analyzes publications using syndicated data sources and tools, such as Audit Bureau of Circulation statements, which certify how many readers buy or obtain copies of publications, and MediaMark Research, Inc., which measures how many people open or read publications.
- Evaluates the media consumption habits of the target audiences and the cost-effectiveness, exposure opportunities and reach potential of each media type.
- Estimates Internet reach with ComScore, a leading Internet information provider.
- Selects media available during the established notice period ensuring timely notice to class members.

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- Creates and implements all appropriate notice communications, including paid media notice; audio news releases; Internet advertising; and informational websites.
- Ensures that paid media notices and long form notices are written in “plain language.”
- Uses established advertising relationships to negotiate with advertisers to secure optimum placement with respect to the media habits of the target audience.
- Designs and implements an “earned media” program to further supplement the paid media notice through print and audio news releases, and non-paid media outreach. Tracks and verifies all media placements and press stories developed through “earned media.”
- Designs and maintains a website to enable class members to access all relevant information including long form notices, claim forms, and court documents.
- Integrates all aspects of the notification program with designated claims administrators.
- Provides advice, affidavits, depositions and court testimony with respect to the design and implementation of the notification program.

APPROACH TO NOTICE: PAID MEDIA METHODOLOGY

KNC notice programs directed to unidentified class members: (1) identify the demographics of class members and establish a target audience, (2) outline the methodology for selecting the media and other program elements and how they relate to product usage or exposure, and (3) provide results that quantify for the court the adequacy of the notice based upon recognized tools of media measurement.

In the wake of the Supreme Court's decisions in *Daubert v. Merrell Dow Pharmaceuticals*, 509 U.S. 579 (1993) and *Kumho Tire Co. v. Carmichael*, 526 U.S. 137 (1999), the reliability of a notice expert's testimony should be tested against the standards developed within the media industry for determining to what degree and at what frequency a target audience has been reached. In assessing the expert's reliability, the court must determine whether the testifying expert "employs in the courtroom the same level of intellectual rigor that characterizes the practice of an expert in the relevant field." *Kumho*, 526 U.S. at 152. That showing would likely require evidence that the expert's data and methodology are similar to that used by professionals in the relevant field.

In keeping with the *Daubert* and *Kumho* rulings, KNC employs the methodology and measurement tools used in the media planning and advertising industry for designing and measuring the adequacy of a paid media program to reach a particular audience.

Choosing a target audience that encompasses the characteristics of class members is the first step in designing the paid media program. KNC chooses media vehicles based on their ability to provide effective and cost-efficient penetration of the target audience. Then it measures selected vehicles against the target audience to quantify the reach of the media program and the frequency of exposure to the media vehicles. Reach and frequency estimates are two of the primary measurements used to quantify the media penetration of a target audience.

- **Reach** is the estimated percentage of a target audience that is exposed one or more times through a specific media vehicle or combination of media vehicles within a given period.
- **Frequency** is the estimated average number of times an audience is exposed to a vehicle carrying the message within a given period of time.

The measured delivery of media to the target audience will be representative of delivery to class members.

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NOTICE DESIGN

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NOTICE DESIGN:
PRINT AD

Recent revisions to Rule 23(c)(2) of the Federal Rules of Civil Procedure as well as most state rules of civil procedure require class action notices to be written in “plain, easily understood language.” KNC applies the plain language requirement in drafting notices in federal and state class actions. The firm maintains a strong commitment to adhering to the plain language requirement, while drawing on its experience and expertise to draft notices that effectively convey the necessary information to Class Members.

The plain language Publication Notices – one for consumer publications and one for TPP-targeted trade publications – are designed to alert Class Members to the litigation by using a bold headline. This headline will enable Class Members to quickly determine if they are potentially affected by the litigation. Plain language text provides important information regarding the subject of the litigation, the Class definition and the legal rights available to Class Members.

Each advertisement will prominently feature a toll-free number, website and P.O. Box addresses for Class Members to obtain the Notices and other information. The Publication Notice will be translated when appropriate.

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NOTICE DESIGN: LONG-FORM NOTICES

The Notices will be compliant with Rule 23 and consistent with the Federal Judicial Center's "illustrative" class action notices. Specifically, the Notices will clearly and concisely state in plain, easily understood language:

- The nature of the action;
- The definition of the class certified;
- The class claims, issues or defenses;
- That a class member may enter an appearance through an attorney if the member so desires;
- That the Court will exclude from the class any member who requests exclusion;
- The time and manner for requesting exclusion; and
- The binding effect of a class judgment on members under Rule 23 (c)(3).

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NOTICE DESIGN: WEBSITE AND INTERNET ADS

An informational interactive website is a critical component of the Notice Program. A website is a constant information source instantly accessible to millions. The site will utilize the Internet's ability to serve as a key distribution channel and customer service bureau. Internet banner ads will help direct Class Members to the website.

WEBSITE DESIGN

Combining clean site design, consistent site navigation cues and search engine optimization, the website will provide Class Members with easy access to the details of the litigation.

- **CLEAN DESIGN:** The site will be designed for ease of navigation and comprehension, with user-friendly words and icons. A directory, located in a column on the left-hand side of the page, will provide links to the information available on the website. These can include "Court Documents," "Long Form Notice," and "Questions/Links." The website may also feature a "Frequently Asked Questions" section to answer commonly asked questions. If necessary, it will also provide a toll-free number for individuals seeking additional information and the address or email of Class Counsel.
- **CONSISTENT NAVIGATION CUES:** Whenever a user goes from the homepage to another part of the site, links to the homepage and subsections remain on the left side of all pages, while the case title and cite remains fixed at the top of each page.
- **SEARCH ENGINE OPTIMIZATION:** KNC will help ensure that Class Members seeking out information about the Proposed Settlement or related topics locate that information, by optimizing search engines' ability to properly index the notice website.
- **TRANSLATION:** The website will be available in Spanish.

INTERNET AD DESIGN

KNC will design the Internet banner advertisements to alert Class Members to the Certification and Proposed Settlement by using a bold headline. The headline will enable Class Members to quickly determine if they are potentially affected by the Certification or Proposed Settlement. When users click on the banner advertisement, they will be connected automatically to the informational website that contains complete information about their legal rights.

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TARGET AUDIENCES (CONSUMERS)

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TARGET AUDIENCES: SELECTION METHODOLOGY

To develop a profile of the demographics and media habits of potential Class Members, KNC analyzed syndicated data available from the 2007 *Doublebase Survey*³ from MediaMark Research, Inc. (“MRI”).

MRI is the leading U.S. supplier of multimedia audience research. As a nationally accredited research firm, it provides information to magazines, television, radio, Internet and other media, leading national advertisers, and over 450 advertising agencies – including 90 of the top 100 in the U.S. MRI’s nationally syndicated data are widely used by these companies as the basis for the majority of the media and marketing plans written for advertised brands in the U.S.

Specifically, MRI provides data on audience size, composition and other relevant factors pertaining to major media vehicles. MRI presents a single-source measurement of major media, products, services, and in-depth consumer demographic and lifestyle characteristics.

MRI provides data on Adults 18+ who have used any branded or generic drug in the past 12 months (“Prescription Drug Users”). However, because there is no Internet measurement of Prescription Drug Users, KNC also developed secondary targets of Adults 18+ and Adults 35+, whose Internet use is measured. 76.1% of Prescription Drug Users are Adults 35+ and therefore the measurement of print and Internet usage by the target of Adults 35+ will likely be similar to that of Prescription Drug Users.

To adequately reach the Class, the target audiences against which KNC will purchase and measure all media are:

- Men and woman 18 years of age or older who have taken a branded or generic prescription drug in the past 12 months (“Prescription Drug Users”)
- Men and women 35 years of age or older (“Adults 35+”)
- Men and women 18 years of age or older (“Adults 18+”)

³ The study, conducted since 1979, surveys persons 18 years of age and older in the contiguous 48 states. MRI conducts more than 26,000 personal interviews with consumers in two waves annually each lasting six months and consisting of 13,000 interviews. Produced annually by MediaMark Research, Inc., the *Doublebase Survey* consists of two full years of data drawn from over 50,000 respondents. Consumer information is recorded on 500 product/service categories, 6,000 brands and various lifestyle activities. Respondents are selected based on the ability to project their responses nationally.

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TARGET AUDIENCES: DEMOGRAPHICS

Based on MRI data, the table below outlines the demographics of the target audiences:

DEMOGRAPHICS	ADULTS 35+	ADULTS 18+	PRESCRIPTION DRUG USERS
Gender			
Male	47.3%	48.2%	40.7%
Female	52.7%	51.8%	59.3%
Age			
18-34	0.0%	31.0%	23.9%
35-44	28.9%	19.9%	18.1%
45-54	27.9%	19.3%	20.7%
55+	43.1%	29.8%	37.3%
Education			
Graduated/Attended College	51.8%	52.2%	55.0%
Graduated High School	32.9%	31.8%	31.9%
Household Income⁴			
Under \$10,000	5.6%	6.0%	5.2%
\$10,000 - \$29,999	21.0%	20.9%	20.0%
\$30,000 - \$49,999	19.4%	20.1%	19.9%
\$50,000 - \$74,999	19.1%	19.9%	19.9%
\$75,000+	35.0%	33.2%	35.0%
\$100,000+	21.7%	20.1%	21.4%
Ethnicity⁵			
Caucasian	80.9%	77.2%	81.9%
African-American	10.3%	11.5%	10.0%
Hispanic	9.3%	12.7%	9.1%
Asian	2.5%	2.8%	2.0%
Other	6.0%	8.5%	5.9%

⁴ The total percentages listed do not equal exactly 100.00% percent because MRI rounds up all percentages to the nearest tenth of a decimal.

⁵ The MRI *Doublebase Survey* allows for multi-classification of an individual's ethnicity. Therefore, the sum of all ethnicities is greater than 100%.

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Location ⁶			
A & B Counties	70.3%	71.3%	69.6%
C & D Counties	29.6%	28.7%	30.4%

Based on these data, Prescription Drug Users are more likely than the average adult to:

- Be women, have a household income of greater than \$75,000 and have graduated college.

⁶ A Counties, as defined by A.C. Nielsen Company ("Nielsen"), are all counties belonging to the 25 largest metropolitan areas. These metro areas correspond to the Metropolitan Statistical Area ("MSA") and include the largest cities and consolidated areas in the United States. B Counties, as defined by Nielsen, are all counties not included under A that are either over 150,000 population or in a metro area over 150,000 population according to the latest census. C Counties, as defined by Nielsen, are all counties not included under A or B that either have over 40,000 population or are in a metropolitan area of over 40,000 population according to the latest census. D Counties are, essentially, rural counties in the Nielsen classification system of A, B, C, D counties.

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TARGET AUDIENCES: MEDIA USAGE

Individuals spend varying amounts of time with different media. Certain demographic groups may be heavy consumers, light consumers or non-users of a particular medium. For example, MRI data shows that individuals who are less educated are likely to be heavy television viewers and light newspaper readers. Conversely, highly educated individuals are more likely to be heavy newspaper readers and light television viewers.

KNC notice plans focus on the media types used most often by the target audiences. To examine the media habits of the target audience, KNC compares the target audience's media usage to that of the average Adult 18+ in usage quintiles reported by MRI. The survey ranks respondents based on their amount of exposure to a medium and divides them into five equal-sized groups ("quintiles") from heaviest usage (1) to lightest usage (5).

The media usage of the target audience in each quintile is expressed as an index. An index of 100 is the average adult's usage of a particular medium. Therefore, an index above 100 indicates a heavier usage of the medium than the average adult, and an index below 100 indicates a lighter usage of the medium than the average adult.

The target audiences' top two quintiles (heaviest and next heaviest usage) for each type of media are:

MEDIA	ADULTS 35+	ADULTS 18+	PRESCRIPTION DRUG USERS
Magazine			
Quintile 1	89.7	100.0	106.2
Quintile 2	96.0	100.0	104.2
Newspaper			
Quintile 1	115.4	100.0	110.6
Quintile 2	118.7	100.0	111.0
Radio			
Quintile 1	92.0	100.0	94.7
Quintile 2	96.8	100.0	100.4
Television			
Quintile 1	114.0	100.0	111.8
Quintile 2	104.5	100.0	104.4
Internet			
Quintile 1	87.8	100.0	101.5
Quintile 2	93.9	100.0	103.3

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These data indicate the following regarding the target audiences media consumption habits:

- Prescription Drug Users are slightly above average consumers of magazines, newspapers and the Internet.
- Adults 35+ are representative of the adult population and are average consumers of most media types.

Due to the fact that the target audiences of Adults 35+ and Adults 18+ are very broad, magazines and the Internet have the capability to reach these broad audiences on a national level. When compared to television, radio, newspapers, magazines and the Internet are the most cost-effective options, and KNC therefore chose to use them as the notice vehicles in this case.

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PAID MEDIA PLACEMENTS

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PAID MEDIA PLACEMENTS: NEWSPAPER SUPPLEMENTS

Parade and *USA Weekend*, publications known as newspaper supplements, are inserted into weekend or Sunday editions of 1,005 newspapers (19 newspapers carry both *Parade* and *USA Weekend*), reaching every media market in the country. These magazines, printed on newsprint, contain articles written for broad, general appeal and encourage readership through brevity. Issues are typically less than 30 pages. For this Notice Program, KNC recommends newspaper supplements because of their cost-effective reach capability. They provide coverage in all 50 states and the District of Columbia. (See Exhibit 2.)

KNC recommends the following newspaper supplement placements:



- A 1/2-page ad (4-3/4" x 10-1/4") once in *Parade* with an estimated circulation of 32,200,000.
- *Parade* is carried in the Sunday edition of 416 daily newspapers and is the highest circulating magazine in the world. Carrier newspapers serve major urban and suburban markets in the U.S.



- A 1/2-page ad (4-5/8" x 10-1/2") once in *USA Weekend* with an estimated circulation of 23,000,000.
- *USA Weekend* is carried in the weekend edition of 608 daily newspapers in major markets, complementing U.S. markets served by *Parade*.

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PAID MEDIA PLACEMENTS: NATIONAL NEWSPAPERS

Several newspapers are distributed nationally and serve as a timely source of news and information for readers throughout the country.

KNC recommends the following national newspaper placements:

The New York Times

- A 1/4-page ad (5-7/10" x 10-1/2") once in the daily edition of *The New York Times* with an estimated circulation of 1,037,828.
- *The New York Times* is a leading national news source for upper income, educated adults.
- Over 38% of *The New York Times* readers are Prescription Drug Users.

THE WALL STREET JOURNAL

- A 1/4-page ad (5.35" x 10.5") once in the daily edition of *The Wall Street Journal* with an estimated circulation of 1,721,694.
- *The Wall Street Journal* is a world-leading business news publication.
- Adults 35+ are over 12% more likely to read an average issue of *The Wall Street Journal* than an average adult.

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PAID MEDIA PLACEMENTS: CONSUMER MAGAZINES

Most adults read one or more magazines during an average month and nearly three out of five adults read or look at a magazine daily. Heavy readers read 16 or more magazines per month. Weekly magazines quickly accumulate readership and provide timely and efficient notice to readers. KNC chose the specific consumer magazines listed below because they are among the highest ranking in coverage of the target audiences.

KNC recommends the following consumer magazine placements:



- A full-page ad (7-5/8" x 10") once in *Ebony* with an estimated circulation of 1,450,000.
- *Ebony* is published monthly with editorial content covering a broad range of topics that are of interest to the African-American community. Articles include education, history and politics among others.
- Over 60% of *Ebony*'s total readership is Adults 35+.



- A full-page ad (7" x 10") once in *Health* with an estimated circulation of 1,350,000.
- *Health* is published 10 times a year. Editorial content covers issues that affect women and their families and provides information and advice on a wide range of topics including health, medical science, nutrition and fitness.
- Prescription Drug Users are more than 15% more likely to read an average issue of *Health* than the average adult.



- A full-page ad (7" x 10") once in *Newsweek* with an estimated circulation of 2,600,000.

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- *Newsweek* is published weekly and edited to report on national and worldwide developments with news, commentary, and analysis.
- Adults 35+ are more than 7% more likely to read an average issue of *Newsweek* than the average adult.



- A full-page ad (7" x 10") once in *People* with an estimated circulation of 3,450,000.
- *People* is a weekly publication covering contemporary personalities in entertainment, politics, business, and other current events.
- Prescription Drug Users are more than 6% more likely to read an average issue of *People* than the average adult.



- A full-page ad (7" x 10") once in *People en Español* with an estimated of 515,000.
- *People en Español* is a monthly publication covering issues and individuals in the Hispanic community.
- Close to 50% of *People en Español's* total readership is Adults 35+.



- A full-page spread ad (9-1/2" x 6-15/16") once in *Prevention* with an estimated of 3,300,000.
- *Prevention* is a monthly magazine with an editorial focus on general health, complementary & alternative medicine, fitness, and food & nutrition. *Prevention* is also the largest health magazine in the United States.
- Adults 35+ are more than 28% more likely to read an average issue of *Prevention* than the average adult.

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- A full-page spread ad (9-1/2" x 6-3/4") once in *Reader's Digest* with an estimated of 8,000,000.
- *Reader's Digest* is a monthly compendium of selected excerpts from other publications as well as original pieces.
- Over 80% of *Reader's Digest's* total readership is Adults 35+.

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PAID MEDIA PLACEMENTS: TRADE PUBLICATIONS

An important component of the Notice Program is advertising in trade publications that are read by TPPs. While the reach of these publications is not measured, they are targeted directly to this audience.

KNC recommends the following trade publication placements:



- A full-page ad (7-1/2" x 10-3/8") once in *HR Magazine*, with an estimated circulation of 226,410.
- *HR Magazine* is published by The Society for Human Resource Management and is targeted to human resources professionals.



- A full-page ad (7" x 10") once in *National Underwriter Life & Health*, with an estimated circulation of 50,200.
- *National Underwriter Life & Health* reports on the life and health insurance industries and is targeted to insurance agents & brokers, risk managers, corporate buyers of insurance and insurance company executives.

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PAID MEDIA PLACEMENTS: TARGET AUDIENCES' PRINT READERSHIP

Readership includes both primary readers and pass-along readers. Primary readers purchase a publication or are members of a household where the publication was purchased. Pass-along readers are those who read the publication outside the home, in places such as a doctor's office. The table below indicates the estimated number of readers in each of the target audiences of an average issue of the magazine or newspaper supplement:

PUBLICATION	INSERTIONS	ADULTS 35+	ADULTS 18+	PRESCRIPTION DRUG USERS
<i>Ebony</i>	1	6,557,000	10,779,000	4,301,000
<i>Health</i>	1	5,126,000	7,128,000	3,416,000
<i>New York Times</i>	1	2,711,000	3,999,000	1,552,000
<i>Newsweek</i>	1	13,852,000	18,731,000	8,456,000
<i>Parade</i>	1	55,923,000	73,449,000	33,192,000
<i>People</i>	1	25,939,000	41,351,000	18,265,000
<i>People en Español</i>	1	2,719,000	5,753,000	1,750,000
<i>Prevention</i>	1	9,559,000	10,782,000	5,621,000
<i>Reader's Digest</i>	1	30,846,000	37,311,000	18,215,000
<i>USA Weekend</i>	1	38,264,000	49,816,000	22,479,000
<i>Wall Street Journal</i>	1	2,345,000	3,022,000	1,231,000

MRI does not measure trade publications. Therefore, their contribution to the overall reach of the media is not calculated.

PAID MEDIA PLACEMENTS: INTERNET ADVERTISING

MRI's 2007 *Doublebase Survey* provides data on Internet usage. Specifically, MRI asks survey respondents about their online usage during the 30 days prior to the survey. According to MRI, the Internet usage of the target audiences during the last 30 days is as follows:

- 78.7% of Adults 35+, 81.4% of Adults 18+ and 83.0% of Prescription Drug Users have access to the Internet.

It is worth noting that because Prescription Drug Users are slightly more likely to have used the Internet in the past 30 days than the average 35+ adult, it can be assumed that although their Internet use is not specifically measured, overall reach against Prescription Drug Users increases with the addition of online activity.

Accordingly, KNC recommends incorporating Internet advertising into the Notice Program in this case in order to provide potential Class Members with additional national notice opportunities beyond the broad-reaching print program. Internet advertising delivers an immediate message and allows the viewer of an advertisement to instantly link to a website for further information.

INTERNET ADS

KNC recommends placing ads on a wide range of websites, enabling maximum exposure opportunities to reach the broad audience of Adults 35+. (Delivery of Internet impressions to specific sites and categories within sites are subject to availability at the time of the media buy.)

KNC uses ComScore, an industry leader in Internet audience measurement that provides data on thousands of websites and their reach to demographic segments, to determine Internet advertising placements that will best reach the target audience. This data, similar to MRI research for print media, ensures cost-effective placements that reach the intended potential Class Members.

KNC recommends the following Web placements:



- 24/7 Real Media is a network that represents over 800 websites, some of which are proprietary and confidential. A partial list of websites in the 24/7 Real Media Network is attached as Exhibit 3.

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- Banner advertisements measuring 728 x 90 pixels and 468 x 60 pixels will appear, on a rotating basis, on websites that are part of the 24/7 Real Media Network, for a total estimated 200,000,000 gross impressions.⁸
- The banner advertisements will appear for approximately six weeks.



- AOL (America Online) Media Networks are a leading portfolio of websites attracting large and engaged audiences on the Web.
- Banner advertisements measuring 728 x 90 pixels and 300 x 250 pixels will appear, on a rotating basis, on various AOL websites for a total estimated 12,500,000 gross impressions.
- The banner advertisements will appear for approximately six weeks.



- Yahoo! is a leading Internet brand and a global online network of integrated services providing users with entertainment and other quality content.
- Banner advertisements measuring 728 x 90 pixels and 300 x 250 and 120 x 600 pixels will appear, on a rotating basis, on various Yahoo! Web pages, for a total estimated 12,500,000 gross impressions.
- The banner advertisements will appear for approximately six weeks.



- Healthline Network is a consumer health portal with search technology that gives consumers access to healthcare content on the web. It features medically guided search and navigation tools created by doctors, hundreds of condition-specific health channels and informative articles.
- Banner advertisements measuring 728 x 90 pixels and 300 x 250 and 120 x 600 pixels will appear, on a rotating basis, on various Healthline Web pages, for a total estimated 4,000,000 gross impressions.

⁸ Gross Impressions are the total number of times a media vehicle containing the notice is seen. This is a duplicated figure, as some viewers will see several media vehicles that contain the notice.

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- The banner advertisements will appear for approximately six weeks.



- Everyday Health Network is a consumer health portal focusing on credible and relevant information on medical conditions and general well being through personalized advice, tools and communities. The network features dozens of “health centers” with in-depth information on diagnosis, management and prevention of diseases and conditions as well as questions and answer sections from board-certified medical specialists.
- Banner advertisements measuring 728 x 90 pixels and 300 x 250 and 120 x 600 pixels will appear, on a rotating basis, on various Everyday Health Network Web pages, for a total estimated 4,000,000 gross impressions.
- The banner advertisements will appear for approximately six weeks.

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EARNED MEDIA PROGRAM

Earned media provides additional notice to Class Members, amplifying the paid media program. Earned media, as opposed to paid media, occurs by disseminating a message about the Proposed Settlement in *Medi-Span* and *First DataBank* and the certification in *McKesson* to the media, without a guarantee that it will appear. KNC will distribute the message to media outlets (newspapers, websites, and radio stations) hoping to spark press interest and generate coverage.

The earned media outreach for this program will focus primarily on key daily newspapers, websites, wire services, national newspaper bureaus, and major television and radio outlets.

PRINT OUTREACH

PRESS RELEASE DISTRIBUTION

KNC will distribute a press release on PR Newswire's Full National Circuit, reaching approximately 4,500 media outlets and 4,000 websites. The press release will highlight the toll-free telephone number and Settlement website address so that Class Members can obtain complete information.

NEWS STORY TRACKING

KNC will provide comprehensive tracking and monitoring of the usage of the press release. The monitoring reports will include detailed information by media outlet and date of use.

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TOLL-FREE TELEPHONE SUPPORT

A toll-free interactive voice response system (IVR) will be established to service Class Members calling as a result of seeing the paid media notice. Callers requesting the Notices will be prompted to input the telephone number of the residence where they would like to receive the Notice.

The system uses an address look-up database to locate the corresponding address of the resident. A portion of the address will be read back to the caller for address verification. For successful look-ups, the caller will be asked to speak the Class Member's full name and to spell the last name. If the look-up fails, is incorrect, or the call is placed from a rotary dial telephone, the caller will be prompted to state their name, address, and telephone number.

EXHIBIT 1:
SELECTED KNC CASES

KINSELLA/NOVAK COMMUNICATIONS, LLC SELECTED CASE EXPERIENCE

Antitrust

In re: Copper Antitrust Litigation, M.D.L. No. 1303 (W.D. Wis.)

In re Nasdaq Market-Makers Antitrust Litigation, No. M21-68, 94 CV 3996, M.D.L. No. 1203 (S.D.N.Y.) (securities)

State of Connecticut v. Mylan Laboratories, Inc., M.D.L. No. 1290, Misc. No. 99-276 (D.D.C.) (pharmaceuticals)

In re Toys "R" Us Antitrust Litigation, M.D.L. No. 1211, Master File No. CV-97-5750 (E.D.N.Y.) (toys and other products)

State of Florida v. Nine West Group, Inc., Civil Action No. 00 CV 1707 (S.D.N.Y.) (shoes)

In re Cardizem Antitrust Litigation, 200 F.R.D. 326 (E.D. Mich.) (Cardizem)

In re Buspirone Antitrust Litigation, M.D.L. No. 1413 (S.D.N.Y.) (Buspar)

In re State of Ohio vs. Bristol-Myers Squibb, Co., 1:02-CV-01080 (D.D.C.) (Taxol)

Raz v. Archer Daniels Midland Co., Inc., No. 96-CV-009729 (Wis. Cir. Ct. Milwaukee County) (citric acid)

In re Compact Disc Minimum Advertised Price Antitrust Litigation, M.D.L. No. 1361 (prerecorded music products)

Kelley Supply, Inc. v. Eastman Chemical Co., No. 99CV001528 (Wis. Cir. Ct., Dane County) (Sorbates)

Giral v. Hoffman-LaRoche Ltd., C.A. No. 98 CA 7467 (vitamins)

Consumer

Burch v. American Home Products Corp., No. 97-C-204 (1-11) (W.Va. Cir. Ct., Brooke County) (Fen Phen)

Woosley v. State of California, No. CA 000499 (Cal. Super. Ct. Los Angeles County) (automobiles)

Fettke v. McDonald's Corp., Case No. 044109 (Cal. Super. Ct., Marin County) and *BanTransFat.com v. McDonald's Corp.*, Case No. 034828 (Cal. Super. Ct., Marin County) (trans fatty acids)

Weiner v. Cal-Shake, Inc., J.C.C.P. No. 4208 (Cal. Super. Ct., Contra Costa County) (roofing product)

Galanti v. The Goodyear Tire & Rubber Company, Case No. 03-209

(D.N.J.) (radiant heating)

Discrimination

McNeil v. American General Life and Accident Insurance Co., No. 8-99-1157 (M.D. Tenn.) (insurance)

Nealy v. Woodmen of the World Life Insurance Co., No. 3:93 CV-536 BN (S.D. Miss.) (insurance)

Mass Tort

In re Holocaust Victim Assets Litigation, No. CV 96-4849 (Consolidated with CV-5161 and CV 97-461) (E.D.N.Y.) (Holocaust)

Ahearn v. Fibreboard Corporation, C.A. No. 6:93-CV-526 (E.D. Tex.), and *Continental Casualty Co. v. Rudd*, C.A. No. 6:94cv458 (E.D.Tex.) (asbestos injury)

Georgine v. Amchem, Inc., C.A. No. 93-CV-0215 (E.D.Pa.) (asbestos injury)

Engle v. RJ Reynolds Tobacco Co., No. 94-08273 CA 20 (Fla. Cir. Ct., Dade County) (tobacco injury)

Backstrom v. The Methodist Hospital, No. H-94-1877 (S.D. Tex.) (TMJ injury)

Pension Benefits

Forbush, Rhodes v. J. C. Penney Company, Inc. Pension, Nos. 3:90-2719-X and 3:92-0109-X (N.D. Tex.)

Collins v. Pension Benefit Guarantee Corp., No. 88-3406 and *Page v. Pension Benefit Guarantee Corp.*, No. 89-2997 (D.D.C.)

Product Liability

Cox v. Shell Oil Co., No. 18,844 (Tenn. Ch. Ct., Obion Co.) (polybutylene pipe)

Naef v. Masonite Corp., No. CV-94-4033 (Ala. Cir. Ct. Mobile County) (hardboard siding product)

In re Louisiana Pacific Corp. Inner Seal OSB Trade Practices Litigation, M.D.L. No. 1114, C 95-3178 (N.D. Cal.) (oriented strand board)

Cosby v. Masonite Corp., No. CV-97-3408 (Ala. Cir. Ct., Mobile County) (siding product) and *Quin v. Masonite Corp.*, No. CV-97-3313 (Ala. Cir. Ct. Mobile County) (roofing product)

Ruff v. Parex, Inc., No. 96-CvS 0059 (N.C. Super. Ct., Hanover County) (EIFS)

Garza v. Sporting Goods Properties, Inc., No. SA 93-CA-1082 (W.D. Tex.) (gun ammunition)

Richison v. Weyerhaeuser Company Limited, No. 05532 (Cal. Super. Ct., San Joaquin County) (roofing product)

Shah v. Re-Con Building Products, Inc., No. C99-02919 (Cal. Super. Ct., Contra Costa County) (roofing product)

Hart v. Central Sprinkler Corp., No. BC 17627 (Cal. Super. Ct., Los Angeles County) and *County of Santa Clara v. Central Sprinkler Corp.*, No. CV 17710119 (Cal. Super. Ct., Santa Clara County) (sprinklers)

Bankruptcies with Mass Tort Claimants

In re Johns-Manville Corp., 68 B.R. 618, 626 (Bankr. S.D.N.Y.) (asbestos)

In re Dow Corning, No. 95-20512 (Bankr. E.D. Mich.) (breast implant)

In re U.S. Brass Corp., No. 94-40823S (Bankr. E.D. Tex.) (polybutylene)

In re The Celotex Corp., Consolidated Case Nos: 90-10016-8B1 and 90-10017-8B1 (Bankr. M.D. Fla.) (asbestos)

In re Raytech Corp., No. 5-89-00293 (Bankr. D. Conn.) (asbestos)

EXHIBIT 2:
NEWSPAPER SUPPLEMENT
CARRIER NEWSPAPERS

KINSELLA/NOVAK COMMUNICATIONS
EXHIBIT 5
PARADE AND USA WEEKEND CARRIER NEWSPAPERS

STATE	CITY	NEWSPAPER	CIRCULATION	SUNDAY MAGAZINE
AK	Anchorage	<i>Daily News</i>	72,488	Parade Magazine
AK	Fairbanks	<i>News-Miner</i>	18,494	Parade Magazine
AK	Juneau	<i>Empire</i>	5,842	USA Weekend
AK	Kenai	<i>Peninsula Clarion</i>	6,167	USA Weekend
AL	Alexander City	<i>Outlook</i>	3,766	Parade Magazine
AL	Anniston	<i>Star</i>	25,403	Parade Magazine
AL	Birmingham	<i>News</i>	176,087	Parade Magazine
AL	Cullman	<i>Times</i>	10,584	USA Weekend
AL	Decatur	<i>Daily</i>	23,944	Parade Magazine
AL	Dothan	<i>Eagle</i>	34,061	USA Weekend
AL	Florence	<i>Times Daily</i>	31,654	Parade Magazine
AL	Gadsen	<i>Times</i>	21,238	Parade Magazine
AL	Huntsville	<i>Times</i>	71,793	Parade Magazine
AL	Jasper	<i>Mountain Eagle</i>	10,552	USA Weekend
AL	Mobile	<i>Register</i>	114,247	Parade Magazine
AL	Montgomery	<i>Advertiser</i>	54,315	USA Weekend
AL	Opelika	<i>News</i>	15,563	USA Weekend
AL	Selma	<i>The Selma Times-Journal</i>	6,241	Parade Magazine
AL	Talladega	<i>Daily Home</i>	9,641	Parade Magazine
AL	Tuscaloosa	<i>News</i>	35,324	Parade Magazine
AR	Blytheville	<i>Courier News</i>	4,351	Parade Magazine
AR	Conway	<i>Log Cabin Democrat</i>	11,673	USA Weekend
AR	El Dorado	<i>South Arkansas Sunday News</i>	15,112	USA Weekend
AR	Fort Smith	<i>Southwest Times Record</i>	43,528	USA Weekend
AR	Harrison	<i>Times</i>	10,117	USA Weekend
AR	Hot Springs	<i>Sentinel-Record</i>	17,644	USA Weekend
AR	Jonesboro	<i>Sun</i>	20,869	USA Weekend
AR	Little Rock	<i>Arkansas Democrat-Gazette</i>	276,436	Parade Magazine
AR	Mountain Home	<i>Baxter Bulletin</i>	11,613	USA Weekend
AR	Paragould	<i>Daily Press</i>	4,862	USA Weekend
AR	Pine Bluff	<i>Commercial</i>	16,029	USA Weekend
AR	Russellville	<i>Courier</i>	11,002	USA Weekend
AR	Searcy	<i>Citizen</i>	5,394	USA Weekend
AR	Springdale	<i>News</i>	41,178	USA Weekend
AZ	Bullhead City	<i>Mohave Valley Daily News</i>	10,423	USA Weekend
AZ	Casa Grande	<i>Dispatch</i>	11,387	USA Weekend
AZ	Douglas	<i>Dispatch</i>	2,224	USA Weekend
AZ	Flagstaff	<i>Arizona Daily Sun</i>	12,076	Parade Magazine
AZ	Kingman	<i>Daily Miner</i>	9,402	USA Weekend
AZ	Lake Havasu City	<i>Today's New Herald Sunday</i>	12,714	USA Weekend
AZ	Mesa	<i>Tribune</i>	79,066	Parade Magazine
AZ	Phoenix	<i>Republic</i>	541,757	USA Weekend
AZ	Prescott	<i>Daily Courier</i>	19,903	USA Weekend
AZ	Sierra Vista	<i>Herald Sunday</i>	10,030	USA Weekend
AZ	Sun City	<i>News-Sun</i>	16,712	USA Weekend
AZ	Tucson	<i>Star</i>	168,861	USA Weekend
AZ	Tucson	<i>Arizona Daily Star</i>	168,861	Parade Magazine
AZ	Yuma	<i>Daily Sun</i>	26,015	Parade Magazine
CA	Auburn	<i>Journal</i>	11,253	USA Weekend
CA	Bakersfield	<i>Californian</i>	72,557	Parade Magazine
CA	Barstow	<i>Desert Dispatch</i>	4,760	USA Weekend
CA	Benicia	<i>Herald Sunday</i>	3,403	USA Weekend
CA	Chico	<i>Enterprise-Record</i>	31,816	USA Weekend
CA	Davis	<i>Enterprise</i>	10,038	USA Weekend
CA	El Centro	<i>Imperial Valley Press</i>	12,261	USA Weekend
CA	Eureka	<i>Times-Standard</i>	20,953	USA Weekend
CA	Fairfield	<i>Republic</i>	19,184	USA Weekend
CA	Freemont-Newark	<i>Bulletin/Argus</i>	58,283	USA Weekend
CA	Fresno	<i>Bee</i>	180,043	Parade Magazine
CA	Grass Valley	<i>The Union</i>	16,395	USA Weekend

CA	Hanford	<i>Sentinel</i>	13,063	USA Weekend
CA	Hayward-Pleasanton	<i>Tri-Valley Herald</i>	33,279	USA Weekend
CA	Imperial	<i>Valley Press</i>	13,146	Parade Magazine
CA	Lakeport	<i>Record Bee</i>	8,262	USA Weekend
CA	Lodi	<i>News-Sentinel</i>	16,793	USA Weekend
CA	Lompoc	<i>Times</i>	6,438	USA Weekend
CA	Los Angeles	<i>Daily News</i>	166,640	USA Weekend
CA	Los Angeles	<i>Times</i>	1,173,096	Parade Magazine
CA	Los Angeles County	<i>Breeze</i>	67,696	USA Weekend
CA	Los Angeles County	<i>Daily News</i>	15,945	USA Weekend
CA	Los Angeles County	<i>Press Telegram</i>	86,313	USA Weekend
CA	Los Angeles County	<i>Star News</i>	30,671	USA Weekend
CA	Los Angeles County	<i>Valley Tribune</i>	42,862	USA Weekend
CA	Madera	<i>Tribune</i>	4,942	USA Weekend
CA	Marin	<i>Independent Journal</i>	34,845	USA Weekend
CA	Marysville-Yuba City	<i>Appeal-Democrat</i>	20,931	USA Weekend
CA	Merced	<i>Sun Star</i>	19,415	Parade Magazine
CA	Merced	<i>Sun Star</i>	19,415	USA Weekend
CA	Modesto	<i>Bee</i>	86,055	Parade Magazine
CA	Monterey	<i>Monterey County Herald</i>	32,161	USA Weekend
CA	Napa	<i>Register</i>	16,972	USA Weekend
CA	Oakland	<i>Tribune</i>	44,346	USA Weekend
CA	Oceanside/Escondido	<i>North County Times</i>	91,627	Parade Magazine
CA	Ontario	<i>Inland Valley Daily Bulletin</i>	63,594	USA Weekend
CA	Palm Springs	<i>Desert Sun</i>	57,677	USA Weekend
CA	Palmdale	<i>Antelope Valley Press</i>	24,065	USA Weekend
CA	Porterville	<i>Recorder</i>	9,249	USA Weekend
CA	Red Bluff	<i>News</i>	6,651	USA Weekend
CA	Redding	<i>Record Searchlight</i>	37,365	Parade Magazine
CA	Redlands	<i>Facts</i>	6,552	USA Weekend
CA	Riverside	<i>Press-Enterprise</i>	178,062	Parade Magazine
CA	Sacramento	<i>Bee</i>	324,613	Parade Magazine
CA	Salinas	<i>Californian</i>	19,412	USA Weekend
CA	San Bernardino	<i>Sun</i>	67,960	USA Weekend
CA	San Diego	<i>La Jolla Village News</i>	15,011	USA Weekend
CA	San Diego	<i>Union-Tribune</i>	378,696	Parade Magazine
CA	San Francisco	<i>Chronicle</i>	438,006	Parade Magazine
CA	San Jose	<i>Mercury News</i>	251,666	USA Weekend
CA	San Luis Obispo	<i>Tribune</i>	42,619	Parade Magazine
CA	San Mateo	<i>Times</i>	21,901	USA Weekend
CA	Santa Ana	<i>Orange County Register</i>	329,549	Parade Magazine
CA	Santa Barbara	<i>News-Press</i>	38,032	USA Weekend
CA	Santa Cruz	<i>Sentinel</i>	24,831	USA Weekend
CA	Santa Maria	<i>Record</i>	20,089	USA Weekend
CA	Santa Rosa	<i>Press Democrat</i>	83,436	Parade Magazine
CA	Stockton	<i>Record</i>	62,910	Parade Magazine
CA	Tulare	<i>Advance Register</i>	6,811	USA Weekend
CA	Ukiah	<i>Journal</i>	7,027	USA Weekend
CA	Vacaville	<i>Reporter</i>	18,654	USA Weekend
CA	Vallejo	<i>Times-Herald</i>	17,848	USA Weekend
CA	Ventura County	<i>Star</i>	95,861	Parade Magazine
CA	Victorville	<i>Press</i>	35,665	USA Weekend
CA	Visalia	<i>Times Delta</i>	23,583	USA Weekend
CA	Walnut Creek	<i>Contra Costa Times</i>	180,440	USA Weekend
CA	Watsonville	<i>Register-Pajaronian</i>	5,311	USA Weekend
CA	Woodland	<i>Democrat</i>	9,449	USA Weekend
CO	Boulder	<i>Sunday Camera</i>	35,826	Parade Magazine
CO	Canon City	<i>Daily Record</i>	7,941	USA Weekend
CO	Colorado Springs	<i>Gazette</i>	108,639	Parade Magazine
CO	Denver	<i>Post & Rocky Mountain News</i>	600,000	Parade Magazine
CO	Denver	<i>Post/Rocky Mountain News</i>	604,148	USA Weekend
CO	Durango	<i>Herald</i>	9,005	USA Weekend
CO	Fort Collins	<i>Coloradoan</i>	31,973	USA Weekend
CO	Glenwood Springs	<i>Western Slope</i>	1,877	Parade Magazine
CO	Grand Junction	<i>Sentinel</i>	33,821	Parade Magazine

CO	Greeley	<i>Tribune</i>	26,674	USA Weekend
CO	Longmont	<i>Times Call</i>	23,252	USA Weekend
CO	Loveland	<i>Reporter-Herald</i>	18,163	USA Weekend
CO	Montrose	<i>Daily Press</i>	5,612	USA Weekend
CO	Pueblo	<i>Chieftan</i>	51,932	Parade Magazine
CO	Windsor	<i>Now</i>	8,425	Parade Magazine
CT	Bristol	<i>The Herald Press</i>	21,649	Parade Magazine
CT	Danbury	<i>News-Times</i>	32,906	Parade Magazine
CT	Fairfield County	<i>Post</i>	85,815	USA Weekend
CT	Hartford	<i>Courant</i>	255,419	USA Weekend
CT	Manchester	<i>Journal Inquirer</i>	44,719	Parade Magazine
CT	Meriden	<i>Record-Journal</i>	23,577	Parade Magazine
CT	New Britain	<i>Herald Press</i>	21,649	USA Weekend
CT	New Haven	<i>Register</i>	92,947	Parade Magazine
CT	New Haven	<i>Register</i>	92,947	USA Weekend
CT	New London	<i>Day</i>	42,108	Parade Magazine
CT	Norwalk	<i>Hour</i>	14,361	USA Weekend
CT	Norwich	<i>Bulletin</i>	26,218	USA Weekend
CT	Stamford/Greenwich	<i>Advocate/Times</i>	36,950	Parade Magazine
CT	Torrington	<i>Register Citizen</i>	7,138	Parade Magazine
CT	Torrington	<i>Register Citizen</i>	7,138	USA Weekend
CT	Waterbury	<i>Republican-American</i>	59,173	Parade Magazine
CT	Willimantic	<i>Chronicle</i>	9,446	USA Weekend
DC	Suburban Washington	<i>Examiner</i>	260,950	USA Weekend
DC	Washington	<i>Post</i>	929,921	Parade Magazine
DC	Washington	<i>Times</i>	69,700	USA Weekend
DE	Dover	<i>Delaware State News</i>	22,125	Parade Magazine
DE	Wilmington	<i>News Journal</i>	131,796	USA Weekend
FL	Boca Raton	<i>News</i>	26,500	USA Weekend
FL	Bradenton	<i>Herald</i>	54,233	Parade Magazine
FL	Bradenton	<i>Herald</i>	54,233	USA Weekend
FL	Brooksville	<i>Hernando Today</i>	4,611	USA Weekend
FL	Charlotte Harbor/Port Charlotte	<i>Sun</i>	69,355	USA Weekend
FL	Crystal River	<i>Citrus County Chronicle</i>	32,462	USA Weekend
FL	Daytona Beach	<i>News-Journal</i>	121,970	USA Weekend
FL	Fort Walton Beach	<i>Northwest Florida News</i>	43,120	Parade Magazine
FL	Ft. Lauderdale	<i>South Florida Sun-Sentinel</i>	319,103	USA Weekend
FL	Ft. Myers	<i>News-Press</i>	115,783	USA Weekend
FL	Gainesville	<i>Sun</i>	52,827	Parade Magazine
FL	Jacksonville	<i>Times-Union</i>	214,572	USA Weekend
FL	Lake City	<i>Reporter</i>	9,126	Parade Magazine
FL	Lakeland	<i>Ledger</i>	89,487	Parade Magazine
FL	Leesburg	<i>Commercial</i>	25,019	USA Weekend
FL	Marianna	<i>Jackson County Floridian</i>	6,522	USA Weekend
FL	Melbourne	<i>Florida Today</i>	100,555	USA Weekend
FL	Miami	<i>El Nuevo Herald</i>	90,023	Parade Magazine
FL	Miami	<i>Herald</i>	342,432	Parade Magazine
FL	Naples	<i>News</i>	75,553	Parade Magazine
FL	Ocala	<i>Star-Banner</i>	52,864	Parade Magazine
FL	Orlando	<i>El Sentinel</i>	97,953	USA Weekend
FL	Orlando	<i>Sentinel</i>	335,689	Parade Magazine
FL	Panama City	<i>News Herald</i>	56,722	USA Weekend
FL	Pensacola	<i>News Journal</i>	73,999	USA Weekend
FL	Sarasota	<i>Herald-Tribune</i>	134,101	Parade Magazine
FL	Sebring	<i>Highlands Today</i>	23,000	USA Weekend
FL	St. Augustine	<i>Record</i>	18,914	USA Weekend
FL	St. Petersburg	<i>Times</i>	430,893	Parade Magazine
FL	Tallahassee	<i>Democrat</i>	62,804	USA Weekend
FL	Tampa	<i>Suncoast Community News</i>	151,319	USA Weekend
FL	Tampa	<i>Tribune</i>	298,674	Parade Magazine
FL	The Villages	<i>Daily Sun</i>	33,993	USA Weekend
FL	Treasure Coast	<i>News-Press-Tribune</i>	119,357	Parade Magazine
FL	West Palm Beach	<i>Post</i>	204,847	Parade Magazine
FL	Winter Haven	<i>News Chief</i>	7,483	USA Weekend
GA	Albany	<i>Sunday</i>	23,640	USA Weekend

GA	Americus	<i>Times-Recorder</i>	5,269	Parade Magazine
GA	Athens	<i>Banner-Herald</i>	30,712	USA Weekend
GA	Atlanta	<i>Journal-Constitution</i>	523,687	Parade Magazine
GA	Augusta	<i>Chronicle</i>	92,418	USA Weekend
GA	Bryan County	<i>News</i>	3,033	Parade Magazine
GA	Canton	<i>Tribune</i>	5,570	USA Weekend
GA	Carrollton	<i>Times-Georgian</i>	8,426	USA Weekend
GA	Columbus	<i>Ledger-Enquirer</i>	51,410	Parade Magazine
GA	Conyers	<i>Daily Post</i>	9,713	USA Weekend
GA	Cordele	<i>Dispatch</i>	4,061	Parade Magazine
GA	Dalton	<i>Citizen</i>	12,189	USA Weekend
GA	Douglasville	<i>Douglas County Sentinel</i>	4,000	USA Weekend
GA	Dublin	<i>Courier Herald</i>	9,891	USA Weekend
GA	Gainesville	<i>Times</i>	19,884	USA Weekend
GA	Griffin	<i>News</i>	7,829	USA Weekend
GA	Hinesville	<i>The Coastal Courier</i>	4,503	Parade Magazine
GA	Jonesboro	<i>News Daily</i>	2,437	USA Weekend
GA	Lawrenceville	<i>Sunday Citizen</i>	104,752	USA Weekend
GA	Macon	<i>Telegraph</i>	73,395	Parade Magazine
GA	Marietta	<i>Journal</i>	17,744	USA Weekend
GA	McDonough	<i>Daily Herald</i>	2,868	USA Weekend
GA	Milledgeville	<i>Union-Recorder</i>	7,404	USA Weekend
GA	Moultrie	<i>Observer</i>	6,314	Parade Magazine
GA	Newnan	<i>Times-Herald</i>	10,400	USA Weekend
GA	Perry	<i>The Houston Home Journal</i>	10,300	USA Weekend
GA	Rincon	<i>Effingham Herald</i>	12,231	Parade Magazine
GA	Rome	<i>News Tribune</i>	18,569	Parade Magazine
GA	Savannah	<i>Morning News</i>	64,308	USA Weekend
GA	Statesboro	<i>Herald</i>	7,753	Parade Magazine
GA	Thomasville	<i>Times-Enterprise</i>	9,298	Parade Magazine
GA	Tifton	<i>Gazette</i>	7,657	Parade Magazine
GA	Valdosta	<i>Daily Times</i>	17,997	Parade Magazine
HI	Hilo	<i>Tribune-Herald</i>	21,396	USA Weekend
HI	Honolulu	<i>Advertiser</i>	155,932	USA Weekend
HI	Honolulu	<i>Star-Bulletin</i>	62,678	Parade Magazine
HI	Kailua-Kona	<i>West Hawaii Today</i>	15,349	USA Weekend
HI	Lihue	<i>Garden Island</i>	9,846	USA Weekend
HI	Wailuku	<i>Maui News</i>	24,958	Parade Magazine
IA	Ames	<i>Tribune</i>	11,959	Parade Magazine
IA	Burlington	<i>Hawk Eye</i>	20,410	USA Weekend
IA	Cedar Rapids	<i>Gazette</i>	73,685	Parade Magazine
IA	Clinton	<i>Herald</i>	11,689	USA Weekend
IA	Council Bluffs	<i>Nonpareil</i>	19,683	USA Weekend
IA	Davenport-Bettendorf	<i>Quad City Times</i>	67,749	Parade Magazine
IA	Des Moines	<i>Register</i>	233,229	USA Weekend
IA	Dubuque, IA/East Dubuque, IL	<i>Telegraph-Herald</i>	33,708	USA Weekend
IA	Fort Dodge	<i>Messenger</i>	18,561	Parade Magazine
IA	Iowa City	<i>Press-Citizen</i>	16,053	USA Weekend
IA	Marshalltown	<i>Times-Republican</i>	10,741	Parade Magazine
IA	Mason City	<i>Globe-Gazette</i>	22,504	Parade Magazine
IA	Muscatine	<i>Muscatine Journal</i>	7,438	USA Weekend
IA	Sioux City	<i>Journal</i>	42,323	USA Weekend
IA	Waterloo	<i>Courier</i>	50,133	Parade Magazine
ID	Boise	<i>Idaho Statesman</i>	83,787	Parade Magazine
ID	Boise	<i>Idaho Statesman</i>	83,787	USA Weekend
ID	Coeur D'Alene	<i>Press</i>	31,779	USA Weekend
ID	Idaho Falls	<i>Post-Register</i>	24,762	Parade Magazine
ID	Lewiston-Clarkson	<i>Tribune</i>	25,095	Parade Magazine
ID	Nampa-Caldwell	<i>Idaho Press Tribune</i>	21,468	Parade Magazine
ID	Pocatello	<i>Idaho State Journal</i>	18,735	Parade Magazine
ID	Rexburg	<i>Standard Journal</i>	4,874	Parade Magazine
ID	Rexburg	<i>Standard Journal</i>	4,860	USA Weekend
ID	Twin Falls	<i>Times-News</i>	23,849	Parade Magazine
IL	Alton-East Alton-Wood River	<i>Telegraph</i>	26,041	USA Weekend
IL	Aurora	<i>Beacon News</i>	29,451	USA Weekend

IL	Belleville	<i>News-Democrat</i>	64,959	Parade Magazine
IL	Benton	<i>News</i>	2,724	USA Weekend
IL	Carbondale	<i>Pantagraph</i>	50,066	Parade Magazine
IL	Centralia-Central City	<i>Southern Illinoisan</i>	36,776	Parade Magazine
IL	Champaign	<i>Sentinel</i>	14,528	Parade Magazine
IL	Charleston	<i>News-Gazette</i>	45,689	Parade Magazine
IL	Chicago	<i>Times-Courier</i>	5,823	USA Weekend
IL	Chicago	<i>Redeye</i>	100,000	Parade Magazine
IL	Chicago	<i>Sun-Times</i>	300,750	USA Weekend
IL	Chicago	<i>Tribune</i>	940,620	Parade Magazine
IL	Chicago Suburban	<i>Herald</i>	149,613	USA Weekend
IL	Chicago Suburban	<i>Southtown</i>	67,927	USA Weekend
IL	Crystal Lake	<i>Northwest Herald</i>	40,055	USA Weekend
IL	Danville	<i>Commercial-News</i>	15,300	USA Weekend
IL	Decatur	<i>Herald and Review</i>	45,559	Parade Magazine
IL	DeKalb	<i>Daily Chronicle</i>	11,183	Parade Magazine
IL	Du Quoin	<i>Evening Call</i>	3,728	USA Weekend
IL	Effingham	<i>Daily News</i>	12,146	USA Weekend
IL	Eldorado	<i>Journal</i>	864	USA Weekend
IL	Elgin	<i>Courier News</i>	13,518	USA Weekend
IL	Freeport	<i>Journal-Standard</i>	12,977	Parade Magazine
IL	Galesburg	<i>Register-Mail</i>	13,355	Parade Magazine
IL	Geneva	<i>Chronicle</i>	11,973	USA Weekend
IL	Harrisburg	<i>Register</i>	3,792	USA Weekend
IL	Jacksonville	<i>Journal-Courier</i>	13,618	USA Weekend
IL	Joliet	<i>Herald-News</i>	44,344	USA Weekend
IL	Kankakee	<i>The Daily Journal</i>	30,648	USA Weekend
IL	La Salle-Peru-Oglesby	<i>News Tribune</i>	17,495	USA Weekend
IL	Macomb	<i>Journal</i>	4,984	USA Weekend
IL	Marion	<i>Republican</i>	3,004	USA Weekend
IL	Mattoon	<i>Journal Gazette</i>	9,695	USA Weekend
IL	Moline-East Moline	<i>Dispatch</i>	30,883	USA Weekend
IL	Morris	<i>Daily Herald</i>	7,025	USA Weekend
IL	Mount Vernon	<i>Register-News</i>	8,593	USA Weekend
IL	Naperville	<i>Sun</i>	15,858	USA Weekend
IL	Ottawa	<i>The Times</i>	15,267	Parade Magazine
IL	Pekin	<i>Daily Times</i>	8,785	USA Weekend
IL	Peoria	<i>Journal-Star</i>	82,654	Parade Magazine
IL	Pontiac	<i>Leader</i>	3,843	USA Weekend
IL	Quincy	<i>Herald-Whig</i>	25,369	Parade Magazine
IL	Rock Island	<i>Argus</i>	13,446	USA Weekend
IL	Rockford	<i>Register Star</i>	70,795	USA Weekend
IL	Springfield	<i>State Journal-Register</i>	61,178	Parade Magazine
IL	Sterling-Rock Falls	<i>Sauk Valley</i>	19,815	USA Weekend
IL	Waukegan-North Chicago	<i>News Sun</i>	22,000	USA Weekend
IL	West Frankfort	<i>American</i>	1,713	USA Weekend
IN	Anderson	<i>Herald Bulletin</i>	23,370	Parade Magazine
IN	Angola	<i>Herald-Republican</i>	4,779	USA Weekend
IN	Auburn	<i>Evening Star</i>	6,482	USA Weekend
IN	Bloomington-Bedford	<i>Times</i>	42,206	Parade Magazine
IN	Bluffton	<i>News-Banner</i>	5,064	USA Weekend
IN	Columbus	<i>The Republic</i>	20,254	USA Weekend
IN	Connersville	<i>News Examiner</i>	6,395	USA Weekend
IN	Crawfordsville	<i>Journal Review</i>	7,820	USA Weekend
IN	Elkhart	<i>The Truth</i>	28,153	USA Weekend
IN	Evansville	<i>Courier & Press</i>	87,771	Parade Magazine
IN	Fort Wayne	<i>Journal-Gazette</i>	117,777	Parade Magazine
IN	Frankfort	<i>Times</i>	5,900	USA Weekend
IN	Franklin	<i>Daily Journal</i>	17,643	USA Weekend
IN	Ft. Wayne	<i>Journal-Gazette/News-Sentinel</i>	25,979	USA Weekend
IN	Goshen	<i>News</i>	13,568	Parade Magazine
IN	Greenfield	<i>Daily Reporter</i>	10,069	USA Weekend
IN	Huntington	<i>Herald-Press</i>	6,405	USA Weekend
IN	Indianapolis	<i>Star</i>	354,312	USA Weekend
IN	Jasper	<i>Herald</i>	12,371	USA Weekend

IN	Kendallville	<i>News-Sun</i>	8,177	USA Weekend
IN	Kokomo	<i>Tribune</i>	21,705	Parade Magazine
IN	La Porte	<i>Herald Argus</i>	12,488	USA Weekend
IN	Lafayette-West Lafayette	<i>Journal and Courier</i>	36,172	USA Weekend
IN	Logansport	<i>Pharos-Tribune</i>	9,487	Parade Magazine
IN	Marion	<i>Chronicle Tribune</i>	18,421	USA Weekend
IN	Merriville	<i>Post-Tribune</i>	67,974	USA Weekend
IN	Michigan City	<i>News-Dispatch</i>	11,129	USA Weekend
IN	Monticello	<i>Herald Journal</i>	5,105	USA Weekend
IN	Muncie	<i>Star/Press</i>	34,240	USA Weekend
IN	Munster	<i>Times</i>	89,942	Parade Magazine
IN	New Albany/Jeffersonville	<i>Evening News/Tribune</i>	13,656	Parade Magazine
IN	New Castle	<i>Courier Times</i>	8,989	USA Weekend
IN	Peru	<i>Tribune</i>	5,694	USA Weekend
IN	Richmond	<i>Palladium-Item</i>	20,391	USA Weekend
IN	Seymour	<i>The Tribune</i>	8,632	USA Weekend
IN	Shelbyville	<i>News</i>	8,680	USA Weekend
IN	South Bend	<i>Tribune</i>	91,862	Parade Magazine
IN	Terre Haute	<i>Tribune-Star</i>	28,986	Parade Magazine
IN	Vincennes	<i>Sun-Commercial</i>	11,048	USA Weekend
IN	Wabash	<i>Plain Dealer</i>	4,599	USA Weekend
IN	Warsaw	<i>Times-Union</i>	11,753	USA Weekend
KS	Arkansas City	<i>Traveler</i>	4,046	USA Weekend
KS	Dodge City	<i>Globe</i>	6,341	USA Weekend
KS	Emporia	<i>Gazette</i>	7,449	USA Weekend
KS	Garden City	<i>Telegram</i>	8,494	USA Weekend
KS	Great Bend	<i>Tribune</i>	5,768	Parade Magazine
KS	Hays	<i>News</i>	13,186	USA Weekend
KS	Hutchinson	<i>News</i>	35,018	USA Weekend
KS	Kansas City	<i>Kansan</i>	3,772	USA Weekend
KS	Lawrence	<i>Journal-World</i>	19,712	USA Weekend
KS	Leavenworth	<i>Times</i>	4,897	USA Weekend
KS	Manhattan	<i>The Manhattan Mercury</i>	11,119	Parade Magazine
KS	Newton	<i>Kansan</i>	7,602	USA Weekend
KS	Olathe	<i>News</i>	4,196	Parade Magazine
KS	Pittsburg	<i>Sun</i>	7,799	USA Weekend
KS	Salina	<i>Journal</i>	29,328	USA Weekend
KS	Topeka	<i>Capital-Journal</i>	54,143	USA Weekend
KS	Wichita	<i>Eagle</i>	135,998	Parade Magazine
KS	Winfield	<i>Courier</i>	4,757	USA Weekend
KY	Ashland	<i>Sunday Independent</i>	17,858	Parade Magazine
KY	Bowling Green	<i>News</i>	24,863	Parade Magazine
KY	Danville	<i>The Kentucky Advocate</i>	11,286	Parade Magazine
KY	Elizabethtown	<i>News-Enterprise</i>	20,174	Parade Magazine
KY	Glasgow	<i>Glasgow Daily Times</i>	8,936	Parade Magazine
KY	Harlan	<i>Daily Enterprise</i>	6,581	USA Weekend
KY	Henderson	<i>Gleaner</i>	11,750	Parade Magazine
KY	Hopkinsville	<i>New Era</i>	10,181	USA Weekend
KY	Lexington	<i>Herald-Leader</i>	138,986	Parade Magazine
KY	Louisville	<i>Courier-Journal</i>	266,594	USA Weekend
KY	Madisonville	<i>Messenger</i>	7,504	USA Weekend
KY	Maysville	<i>Ledger Independent</i>	8,473	USA Weekend
KY	Middlesboro	<i>Daily News</i>	5,693	USA Weekend
KY	Owensboro	<i>Messenger-Inquirer</i>	30,643	USA Weekend
KY	Paducah	<i>Sun</i>	27,616	USA Weekend
KY	Richmond	<i>Register</i>	6,273	USA Weekend
KY	Somerset	<i>Commonwealth Journal</i>	9,238	Parade Magazine
LA	Alexandria-Pineville	<i>Town Talk</i>	36,814	USA Weekend
LA	Baton Rouge	<i>Advocate</i>	123,032	Parade Magazine
LA	Bogalusa	<i>Daily News</i>	6,200	USA Weekend
LA	Covington	<i>St. Tammany News</i>	6,997	USA Weekend
LA	Crowley	<i>Post Signal</i>	3,800	Parade Magazine
LA	Hammond	<i>Sunday Star</i>	11,661	USA Weekend
LA	Houma	<i>Daily Courier</i>	19,549	Parade Magazine
LA	LA State Newspaper Group	<i>Abbeville/Eunice/Vill</i>	11,896	Parade Magazine

LA	Lafayette	<i>Advertiser</i>	52,638	USA Weekend
LA	Lake Charles	<i>American Press</i>	40,229	Parade Magazine
LA	Monroe	<i>News-Star</i>	39,179	USA Weekend
LA	New Iberia	<i>Daily Iberian Sunday</i>	14,820	USA Weekend
LA	New Orleans	<i>Times-Picayune</i>	205,763	Parade Magazine
LA	Opelousas	<i>World</i>	11,310	USA Weekend
LA	Ruston	<i>Leader</i>	6,200	Parade Magazine
LA	Shreveport	<i>Times</i>	68,331	USA Weekend
LA	Thibodaux	<i>Comet</i>	10,742	USA Weekend
MA	Attleboro-North Attleboro	<i>Sun Chronicle</i>	17,895	USA Weekend
MA	Boston	<i>Globe</i>	562,273	Parade Magazine
MA	Boston	<i>Herald</i>	110,834	USA Weekend
MA	Brockton	<i>Enterprise</i>	36,824	USA Weekend
MA	Cape Cod	<i>Sunday Cape Cod Times</i>	48,661	Parade Magazine
MA	Fall River	<i>Herald News</i>	20,316	USA Weekend
MA	Fitchburg-Leominster	<i>Sentinel & Enterprise</i>	17,790	USA Weekend
MA	Framingham	<i>Metrowest Daily News</i>	27,686	USA Weekend
MA	Gloucester-Newburyport-Salem	<i>Essex County Newspapers</i>	52,808	USA Weekend
MA	Greenfield	<i>Recorder</i>	13,864	USA Weekend
MA	Lowell	<i>Sun</i>	50,204	USA Weekend
MA	New Bedford	<i>Standard-Times</i>	32,971	Parade Magazine
MA	North Adams	<i>Transcript</i>	7,555	USA Weekend
MA	North Andover	<i>Eagle-Tribune</i>	49,056	USA Weekend
MA	Northampton	<i>Hampshire Gazette</i>	19,410	USA Weekend
MA	Pittsfield	<i>Eagle</i>	30,185	USA Weekend
MA	Quincy	<i>Patriot Ledger</i>	63,095	USA Weekend
MA	Springfield	<i>Sunday Republican</i>	124,492	Parade Magazine
MA	Taunton	<i>Gazette</i>	8,432	USA Weekend
MA	Worcester	<i>Sunday Telegram</i>	102,922	Parade Magazine
MD	Annapolis	<i>Capital</i>	45,687	USA Weekend
MD	Baltimore	<i>Baltimore Examiner</i>	250,285	USA Weekend
MD	Baltimore	<i>Sun</i>	377,561	Parade Magazine
MD	Cumberland	<i>Times-News</i>	30,887	Parade Magazine
MD	Easton	<i>Star-Democrat</i>	17,390	USA Weekend
MD	Frederick	<i>News-Post</i>	38,220	USA Weekend
MD	Hagerstown	<i>Herald/Mail</i>	38,213	Parade Magazine
MD	Salisbury	<i>Times</i>	28,553	USA Weekend
MD	Westminster	<i>Carroll County Times</i>	27,043	USA Weekend
ME	Augusta	<i>Kennebec Journal</i>	12,899	USA Weekend
ME	Bangor	<i>News</i>	66,939	USA Weekend
ME	Biddeford	<i>Journal-Tribune</i>	8,888	USA Weekend
ME	Lewiston-Auburn	<i>Sun-Journal</i>	32,721	USA Weekend
ME	Portland	<i>Telegram</i>	102,904	Parade Magazine
ME	Waterville	<i>Morning Sentinel</i>	17,585	USA Weekend
MI	Adrian	<i>Telegram</i>	15,695	USA Weekend
MI	Alpena	<i>News</i>	11,168	USA Weekend
MI	Ann Arbor	<i>News</i>	60,236	Parade Magazine
MI	Battle Creek	<i>Enquirer</i>	23,948	USA Weekend
MI	Bay City	<i>Times</i>	40,914	Parade Magazine
MI	Benton Harbor-St. Joseph	<i>Herald-Palladium</i>	24,098	USA Weekend
MI	Big Rapids-Manistee	<i>Pioneer-News Advocate</i>	5,000	USA Weekend
MI	Cadillac	<i>News</i>	9,557	USA Weekend
MI	Dearborn	<i>Press & Guide</i>	13,268	Parade Magazine
MI	Detroit	<i>News and Free Press</i>	640,356	USA Weekend
MI	Escanaba	<i>Press</i>	9,516	USA Weekend
MI	Flint	<i>Journal</i>	99,956	Parade Magazine
MI	Grand Haven	<i>Tribune</i>	9,806	USA Weekend
MI	Grand Rapids	<i>Press</i>	182,252	Parade Magazine
MI	Greenville	<i>News</i>	8,727	USA Weekend
MI	Hillsdale	<i>News</i>	6,584	USA Weekend
MI	Holland	<i>Sentinel</i>	18,345	USA Weekend
MI	Houghton	<i>Mining Gazette</i>	9,231	USA Weekend
MI	Howell	<i>Livingston County Daily Press and Argus</i>	16,529	USA Weekend
MI	Huron	<i>Daily Tribune</i>	7,334	Parade Magazine
MI	Iron Mountain-Kingsford	<i>News</i>	9,977	USA Weekend

MI	Jackson	<i>Citizen Patriot</i>	36,548	Parade Magazine
MI	Kalamazoo	<i>Gazette</i>	69,393	Parade Magazine
MI	Lansing-East Lansing	<i>State Journal</i>	82,490	USA Weekend
MI	Lapeer	<i>The County Press</i>	10,537	Parade Magazine
MI	Marquette	<i>Mining Journal</i>	16,380	Parade Magazine
MI	Midland	<i>Daily News</i>	17,701	Parade Magazine
MI	Monroe	<i>News</i>	23,680	Parade Magazine
MI	Mount Clemens	<i>Macomb Daily</i>	59,667	Parade Magazine
MI	Mount Pleasant	<i>Morning Sun</i>	11,641	Parade Magazine
MI	Muskegon	<i>Chronicle</i>	47,146	Parade Magazine
MI	Owosso	<i>Argus-Press</i>	9,415	USA Weekend
MI	Petoskey	<i>News-Review</i>	9,744	Parade Magazine
MI	Pontiac	<i>The Oakland Press</i>	76,504	Parade Magazine
MI	Port Huron	<i>Times-Herald</i>	28,977	USA Weekend
MI	Royal Oak	<i>Tribune</i>	11,662	Parade Magazine
MI	Saginaw	<i>News</i>	52,057	Parade Magazine
MI	Southgate	<i>News Herald</i>	46,778	Parade Magazine
MI	Traverse City	<i>Record-Eagle</i>	34,397	Parade Magazine
MN	Albert Lea	<i>Tribune</i>	6,901	Parade Magazine
MN	Austin	<i>Herald</i>	5,472	Parade Magazine
MN	Bemidji	<i>Pioneer</i>	10,408	Parade Magazine
MN	Brainerd	<i>Daily Dispatch</i>	17,861	USA Weekend
MN	Duluth	<i>News-Tribune</i>	62,468	Parade Magazine
MN	Fairmont	<i>Sentinel</i>	6,728	USA Weekend
MN	Faribault	<i>News</i>	6,169	Parade Magazine
MN	Fergus Falls	<i>Journal</i>	7,231	USA Weekend
MN	Mankato - N. Mankato	<i>Free Press</i>	22,160	Parade Magazine
MN	Marshall	<i>Independent</i>	7,216	USA Weekend
MN	Minneapolis-St. Paul	<i>Star Tribune</i>	574,406	USA Weekend
MN	New Ulm	<i>Journal</i>	8,838	Parade Magazine
MN	Northfield	<i>News</i>	5,054	Parade Magazine
MN	Owatonna	<i>People's Press</i>	7,588	Parade Magazine
MN	Red Wing	<i>Republican Eagle</i>	5,913	Parade Magazine
MN	Rochester	<i>Post-Bulletin</i>	45,142	USA Weekend
MN	St. Cloud	<i>Times</i>	36,386	USA Weekend
MN	St. Paul	<i>Pioneer Press</i>	251,838	Parade Magazine
MN	Stillwater	<i>Gazette</i>	2,245	USA Weekend
MN	Virginia	<i>Mesabi Daily News</i>	10,605	USA Weekend
MN	West Central	<i>Tibune</i>	16,692	Parade Magazine
MN	Willmar	<i>West Central Tribune</i>	15,655	USA Weekend
MN	Winona	<i>News</i>	12,613	Parade Magazine
MN	Worthington	<i>Daily Globe</i>	9,254	Parade Magazine
MO	Cape Girardeau	<i>Southern Missourian</i>	10,810	Parade Magazine
MO	Columbia	<i>Tribune</i>	18,449	USA Weekend
MO	Columbia	<i>Missourian</i>	4,464	Parade Magazine
MO	Dexter	<i>Daily Statesman</i>	3,514	Parade Magazine
MO	Hannibal	<i>Courier-Post</i>	7,579	USA Weekend
MO	Independence-Blue Springs	<i>Examiner</i>	14,800	USA Weekend
MO	Jefferson City	<i>News & Tribune</i>	22,585	Parade Magazine
MO	Joplin	<i>Globe</i>	35,989	Parade Magazine
MO	Kansas City	<i>Star</i>	359,477	Parade Magazine
MO	Kennett	<i>Daily Dunker Democrat</i>	3,923	Parade Magazine
MO	Nevada	<i>Sunday Journal</i>	3,204	Parade Magazine
MO	Park Hills	<i>Daily Journal</i>	8,381	Parade Magazine
MO	Poplar Bluff	<i>Daily American</i>	12,662	Parade Magazine
MO	Sedalia	<i>Democrat</i>	10,975	USA Weekend
MO	Sikeston	<i>Standard Democrat</i>	3,441	Parade Magazine
MO	Springfield	<i>News-Leader</i>	83,104	USA Weekend
MO	St. Joseph	<i>News-Press</i>	37,478	Parade Magazine
MO	St. Louis	<i>Post-Dispatch</i>	407,754	Parade Magazine
MS	Biloxi	<i>Sun Herald</i>	50,809	Parade Magazine
MS	Brookhaven	<i>Leader</i>	6,641	Parade Magazine
MS	Clarksdale	<i>Press Register</i>	4,875	Parade Magazine
MS	Columbus	<i>Commercial Dispatch</i>	14,753	Parade Magazine
MS	Corinth	<i>Corinthian</i>	6,736	USA Weekend

MS	Delta	<i>Democrat Times</i>	9,932	Parade Magazine
MS	Greenwood	<i>Commonwealth</i>	7,324	Parade Magazine
MS	Hattiesburg	<i>American</i>	22,914	USA Weekend
MS	Jackson	<i>Clarion-Ledger</i>	101,255	USA Weekend
MS	Laurel	<i>Leader-Call</i>	7,573	Parade Magazine
MS	McComb	<i>Enterprise-Journal</i>	12,182	Parade Magazine
MS	Meridian	<i>Star</i>	15,752	Parade Magazine
MS	Natchez	<i>Democrat Sunday</i>	8,624	USA Weekend
MS	Pascagoula	<i>Mississippi Press</i>	15,056	Parade Magazine
MS	Picayune	<i>Picayune Item</i>	5,803	Parade Magazine
MS	Tupelo	<i>Northeast Mississippi Journal</i>	36,451	Parade Magazine
MS	Vicksburg	<i>Post</i>	14,398	Parade Magazine
MT	Billings	<i>Gazette</i>	52,442	Parade Magazine
MT	Bozeman	<i>Chronicle</i>	17,712	Parade Magazine
MT	Butte-Anaconda	<i>Montana Standard</i>	14,819	Parade Magazine
MT	Great Falls	<i>Tribune</i>	34,990	USA Weekend
MT	Helena	<i>Independent-Record</i>	14,627	Parade Magazine
MT	Kalispell	<i>Daily Inter Lake</i>	17,453	Parade Magazine
MT	Missoula	<i>Missoulian</i>	33,455	Parade Magazine
NC	Asheboro	<i>Courier-Tribune</i>	15,067	USA Weekend
NC	Asheville	<i>Citizen-Times</i>	59,511	USA Weekend
NC	Burlington	<i>Times-News</i>	26,367	USA Weekend
NC	Chapel Hill	<i>News</i>	23,500	Parade Magazine
NC	Charlotte	<i>Observer</i>	270,347	Parade Magazine
NC	Concord-Kannapolis	<i>Independent Tribune</i>	18,966	USA Weekend
NC	Durham	<i>Herald-Sun</i>	37,436	USA Weekend
NC	Durham	<i>News</i>	60,000	Parade Magazine
NC	Eden	<i>Daily News</i>	3,474	USA Weekend
NC	Elizabeth City	<i>Daily Advance</i>	10,223	Parade Magazine
NC	Fayetteville	<i>Observer-Times</i>	69,880	Parade Magazine
NC	Forest City	<i>The Daily Courier</i>	8,500	USA Weekend
NC	Gastonia	<i>Gaston Gazette</i>	32,397	USA Weekend
NC	Goldsboro	<i>News-Argus</i>	22,065	USA Weekend
NC	Greensboro	<i>News & Record</i>	106,416	Parade Magazine
NC	Greenville	<i>Reflector</i>	23,214	Parade Magazine
NC	Henderson	<i>Dispatch</i>	7,423	USA Weekend
NC	Hendersonville	<i>Times-News</i>	18,216	Parade Magazine
NC	Hickory	<i>Record</i>	23,933	USA Weekend
NC	High Point	<i>Enterprise</i>	24,380	USA Weekend
NC	Jacksonville	<i>News</i>	20,800	USA Weekend
NC	Kinston	<i>Free Press</i>	12,350	USA Weekend
NC	Lenoir	<i>News-Topic</i>	8,243	USA Weekend
NC	Lexington	<i>Dispatch</i>	10,870	USA Weekend
NC	Lumberton	<i>The Robesonian</i>	14,936	Parade Magazine
NC	Monroe	<i>Enquirer-Journal</i>	9,018	USA Weekend
NC	Morganton	<i>News-Herald</i>	11,369	USA Weekend
NC	Mount Airy	<i>News</i>	11,000	USA Weekend
NC	New Bern	<i>Sun-Journal</i>	16,077	USA Weekend
NC	Raleigh	<i>News and Observer</i>	213,124	Parade Magazine
NC	Reidsville	<i>Review</i>	5,127	USA Weekend
NC	Richmond County	<i>Daily Journal</i>	7,987	Parade Magazine
NC	Roanoke Rapids	<i>Herald</i>	11,213	USA Weekend
NC	Rocky Mount	<i>Telegram</i>	16,621	Parade Magazine
NC	Salisbury-Spencer-East Spencer	<i>Salisbury Post</i>	22,040	USA Weekend
NC	Sampson	<i>Independent</i>	7,958	Parade Magazine
NC	Sanford	<i>Herald</i>	9,043	USA Weekend
NC	Shelby	<i>Star</i>	15,266	USA Weekend
NC	Statesville	<i>Record & Landmark</i>	17,485	USA Weekend
NC	Washington	<i>News</i>	8,956	USA Weekend
NC	Wilmington	<i>Star, Star-News</i>	57,306	Parade Magazine
NC	Wilson	<i>Daily Times</i>	16,906	USA Weekend
NC	Winston-Salem	<i>Journal</i>	94,543	Parade Magazine
ND	Bismarck	<i>Tribune</i>	30,871	USA Weekend
ND	Dickinson	<i>Press</i>	6,705	Parade Magazine
ND	Fargo	<i>Forum</i>	59,209	Parade Magazine

ND	Grand Forks	<i>Herald</i>	30,197	USA Weekend
ND	Jamestown	<i>Sun</i>	6,692	Parade Magazine
ND	Minot	<i>News</i>	20,114	Parade Magazine
NE	Beatrice	<i>Daily Sun</i>	7,606	USA Weekend
NE	Columbus	<i>Telegram</i>	9,847	USA Weekend
NE	Fremont	<i>Tribune</i>	8,309	USA Weekend
NE	Grand Island	<i>Independent</i>	22,672	USA Weekend
NE	Kearney	<i>Hub</i>	12,324	USA Weekend
NE	Lincoln	<i>Journal-Star</i>	82,553	USA Weekend
NE	Norfolk	<i>News</i>	16,837	USA Weekend
NE	North Platte	<i>Telegraph</i>	12,244	Parade Magazine
NE	Omaha	<i>World-Herald</i>	222,469	Parade Magazine
NE	Scottsbluff	<i>Star-Herald</i>	15,465	Parade Magazine
NE	York	<i>News Times</i>	3,732	USA Weekend
NH	Concord	<i>Monitor</i>	22,342	USA Weekend
NH	Dover	<i>Foster's Daily Democrat & Sunday Citizen</i>	23,538	USA Weekend
NH	Keene	<i>Sentinel</i>	12,527	USA Weekend
NH	Lebanon-Hanover	<i>Valley News</i>	16,559	USA Weekend
NH	Manchester	<i>Sunday News</i>	69,535	Parade Magazine
NH	Nashua	<i>Telegraph</i>	29,868	USA Weekend
NH	Portsmouth	<i>Herald</i>	16,329	Parade Magazine
NJ	Atlantic City	<i>The Press of Atlantic City</i>	82,359	Parade Magazine
NJ	Bergen, Passaic	<i>Record & Herald News</i>	194,823	Parade Magazine
NJ	Bridgewater	<i>Courier-News</i>	34,910	USA Weekend
NJ	Cherry Hill-Camden	<i>Courier-Post</i>	82,911	USA Weekend
NJ	East Brunswick	<i>Home News and Tribune</i>	56,866	USA Weekend
NJ	Jersey City	<i>Journal</i>	25,395	USA Weekend
NJ	Jersey City	<i>The Jersey Journal</i>	25,395	Parade Magazine
NJ	Kinnelon	<i>Suburban Trends</i>	9,006	Parade Magazine
NJ	Morristown-Parsippany	<i>Record</i>	39,730	USA Weekend
NJ	Neptune	<i>Asbury Park Press</i>	192,581	USA Weekend
NJ	New Jersey	<i>Herald</i>	19,694	Parade Magazine
NJ	Newark	<i>Star-Ledger</i>	570,523	Parade Magazine
NJ	Salem	<i>Today's Sunbeam</i>	9,514	Parade Magazine
NJ	Trenton	<i>Times</i>	56,356	Parade Magazine
NJ	Trenton	<i>Trentonian</i>	28,174	USA Weekend
NJ	Vineland	<i>Journal</i>	17,841	USA Weekend
NJ	Willingboro	<i>Burlington County Times</i>	37,253	Parade Magazine
NJ	Woodbury	<i>Gloucester County Times</i>	25,752	Parade Magazine
NM	Alamogordo	<i>Daily Times</i>	7,569	USA Weekend
NM	Albuquerque	<i>Journal</i>	108,658	USA Weekend
NM	Albuquerque	<i>Sunday Journal</i>	146,931	Parade Magazine
NM	Carlsbad	<i>Current-Argus</i>	7,286	USA Weekend
NM	Clovis	<i>News Journal</i>	8,792	USA Weekend
NM	Farmington	<i>Times</i>	19,091	USA Weekend
NM	Gallup	<i>Independent</i>	17,966	USA Weekend
NM	Hobbs	<i>News-Sun</i>	10,156	Parade Magazine
NM	Las Cruces	<i>Sun-News</i>	24,731	USA Weekend
NM	Portales	<i>News-Tribune</i>	2,139	USA Weekend
NM	Roswell	<i>Record</i>	11,384	USA Weekend
NM	Santa Fe	<i>New Mexican</i>	26,080	Parade Magazine
NV	Carson City	<i>Nevada Appeal</i>	22,465	Parade Magazine
NV	Elko	<i>Elko Daily Free Press</i>	6,942	USA Weekend
NV	Lahontan	<i>Valley News & Fallon Eagle</i>	4,444	Parade Magazine
NV	Las Vegas	<i>Review - Journal</i>	204,036	USA Weekend
NV	Las Vegas	<i>Review-Journal & Sun</i>	204,036	Parade Magazine
NV	Reno	<i>Gazette-Journal</i>	72,388	USA Weekend
NV	Sparks	<i>Tribune</i>	4,218	Parade Magazine
NY	Albany	<i>Times Union</i>	140,946	Parade Magazine
NY	Auburn	<i>Citizen</i>	13,387	Parade Magazine
NY	Batavia	<i>Daily News</i>	13,863	USA Weekend
NY	Binghamton	<i>Press & Sun-Bulletin</i>	63,642	USA Weekend
NY	Buffalo	<i>News</i>	266,123	Parade Magazine
NY	Canandaigua	<i>Messenger</i>	13,201	Parade Magazine
NY	Catskill	<i>Daily Mail</i>	2,795	USA Weekend

NY	Corning	<i>Leader</i>	11,436	Parade Magazine
NY	Dunkirk-Fredonia	<i>Observer</i>	9,968	USA Weekend
NY	Elmira	<i>Star-Gazette</i>	33,935	USA Weekend
NY	Geneva	<i>Finger Lakes Times</i>	18,382	Parade Magazine
NY	Glens Falls	<i>Post-Star</i>	34,580	USA Weekend
NY	Gloversville	<i>Leader-Herald</i>	11,225	Parade Magazine
NY	Hornell	<i>Tribune</i>	9,877	Parade Magazine
NY	Hudson	<i>Register Star</i>	5,215	USA Weekend
NY	Ithaca	<i>Journal</i>	19,849	USA Weekend
NY	Jamestown	<i>Post-Journal</i>	17,955	USA Weekend
NY	Kingston	<i>Freeman</i>	19,185	USA Weekend
NY	Long Island	<i>Newsday</i>	464,169	USA Weekend
NY	Medina	<i>Journal-Register</i>	2,787	USA Weekend
NY	Middletown	<i>Record</i>	86,350	Parade Magazine
NY	New York	<i>Post</i>	439,202	Parade Magazine
NY	New York City	<i>Daily News</i>	775,543	USA Weekend
NY	Niagara Falls	<i>Niagara Sunday</i>	33,741	USA Weekend
NY	Ogdensburg	<i>Advance News</i>	9,975	Parade Magazine
NY	Olean	<i>Times Herald</i>	14,363	USA Weekend
NY	Oneida	<i>Dispatch</i>	6,519	USA Weekend
NY	Oneonta	<i>Daily Star</i>	16,272	Parade Magazine
NY	Oswego	<i>Palladium-Times</i>	6,000	USA Weekend
NY	Plattsburgh	<i>Press-Republican</i>	20,466	Parade Magazine
NY	Poughkeepsie	<i>Journal</i>	45,499	USA Weekend
NY	Rochester	<i>Democrat & Chronicle</i>	209,427	USA Weekend
NY	Saranac Lake	<i>Adirondack Enterprise</i>	5,200	USA Weekend
NY	Saratoga Springs	<i>Saratogian</i>	9,404	USA Weekend
NY	Schenectady	<i>Gazette</i>	48,191	USA Weekend
NY	Staten Island	<i>Staten Island Advance</i>	73,203	Parade Magazine
NY	Syracuse	<i>Post-Standard</i>	164,702	Parade Magazine
NY	Troy	<i>Record</i>	17,418	USA Weekend
NY	Utica	<i>Observer-Dispatch</i>	47,601	USA Weekend
NY	Watertown	<i>Times</i>	31,063	USA Weekend
NY	White Plains	<i>Journal News</i>	135,693	USA Weekend
OH	Akron	<i>Beacon Journal</i>	164,902	Parade Magazine
OH	Ashtabula	<i>Star-Beacon</i>	18,091	USA Weekend
OH	Athens	<i>Messenger</i>	11,375	USA Weekend
OH	Beavercreek/Xenia	<i>News Current/Gazette</i>	6,455	USA Weekend
OH	Bowling Green	<i>Sentinel-Tribune</i>	11,367	USA Weekend
OH	Bryan	<i>Times</i>	10,722	USA Weekend
OH	Bucyrus	<i>Telegraph-Forum</i>	6,140	USA Weekend
OH	Cambridge	<i>Jeffersonian</i>	13,048	Parade Magazine
OH	Canton	<i>Repository</i>	81,788	Parade Magazine
OH	Chillicothe	<i>Gazette</i>	14,079	USA Weekend
OH	Cincinnati	<i>Enquirer</i>	290,500	USA Weekend
OH	Circleville	<i>Herald</i>	6,439	USA Weekend
OH	Cleveland	<i>Plain Dealer</i>	442,482	Parade Magazine
OH	Columbus	<i>Dispatch</i>	343,616	USA Weekend
OH	Coshocton	<i>Tribune</i>	6,597	USA Weekend
OH	Dayton	<i>Daily News</i>	166,066	Parade Magazine
OH	Defiance	<i>Crescent-News</i>	18,888	USA Weekend
OH	East Liverpool	<i>Review</i>	8,556	Parade Magazine
OH	Elyria	<i>Chronicle-Telegram</i>	24,920	Parade Magazine
OH	Fairborn	<i>Daily Herald</i>	3,032	USA Weekend
OH	Findlay	<i>Courier</i>	21,531	USA Weekend
OH	Fostoria	<i>Review-Times</i>	3,743	USA Weekend
OH	Fremont	<i>News-Messenger</i>	12,451	USA Weekend
OH	Gallipolis -- Point Pleasant	<i>Register</i>	3,886	USA Weekend
OH	Gallipolis -- Point Pleasant	<i>Times-Sentinel Sunday (OH)</i>	9,068	USA Weekend
OH	Greenville	<i>Advocate</i>	6,250	USA Weekend
OH	Hamilton	<i>Journal-News</i>	22,755	Parade Magazine
OH	Hillsboro	<i>Times-Gazette</i>	4,667	USA Weekend
OH	Ironton	<i>Ironton Tribune</i>	5,983	Parade Magazine
OH	Kent/Ravenna	<i>Record-Courier</i>	18,738	USA Weekend
OH	Lake County	<i>News-Herald</i>	48,318	USA Weekend

OH	Lancaster	<i>Eagle-Gazette</i>	13,816	USA Weekend
OH	Lima	<i>News</i>	41,017	USA Weekend
OH	Lisbon	<i>Journal</i>	10,861	USA Weekend
OH	Logan	<i>News</i>	4,119	USA Weekend
OH	Lorain	<i>Journal</i>	28,553	USA Weekend
OH	Mansfield	<i>News Journal</i>	28,244	USA Weekend
OH	Marietta	<i>Times</i>	12,085	USA Weekend
OH	Marion	<i>Star</i>	12,712	USA Weekend
OH	Martin's Fairy	<i>Times Leader</i>	18,541	USA Weekend
OH	Medina	<i>Gazette</i>	14,520	USA Weekend
OH	Miami Valley	<i>Sunday News</i>	12,341	USA Weekend
OH	Middletown	<i>Journal</i>	19,828	Parade Magazine
OH	New Philadelphia	<i>Times Reporter</i>	22,870	Parade Magazine
OH	Newark	<i>Advocate</i>	20,577	USA Weekend
OH	Norwalk	<i>Reflector</i>	9,247	USA Weekend
OH	Piqua	<i>Call</i>	5,823	USA Weekend
OH	Port Clinton	<i>News-Herald</i>	5,749	USA Weekend
OH	Portsmouth	<i>Daily Times</i>	12,338	Parade Magazine
OH	Salem	<i>News</i>	5,627	Parade Magazine
OH	Sandusky	<i>Register</i>	21,874	USA Weekend
OH	Sidney	<i>Daily News</i>	13,141	USA Weekend
OH	Springfield	<i>Springfield News Sun</i>	32,564	Parade Magazine
OH	Steubenville-Weirton	<i>Herald-Star & Times</i>	16,872	USA Weekend
OH	Tiffin	<i>Advertiser-Tribune</i>	10,344	USA Weekend
OH	Toledo	<i>Blade</i>	154,566	Parade Magazine
OH	Urbana	<i>Citizen</i>	5,740	USA Weekend
OH	Van Wert	<i>Times-Bulletin</i>	7,000	USA Weekend
OH	Warren	<i>Tribune Chronicle</i>	35,471	USA Weekend
OH	Washington Court House	<i>Record-Herald</i>	6,597	USA Weekend
OH	Wilmington	<i>News-Journal</i>	7,348	USA Weekend
OH	Wooster	<i>Record</i>	22,545	USA Weekend
OH	Youngstown	<i>Vindicator</i>	79,434	Parade Magazine
OH	Zanesville	<i>Times Recorder</i>	18,495	USA Weekend
OK	Altus	<i>Times</i>	4,647	USA Weekend
OK	Ardmore	<i>The Daily Ardmore Sunday</i>	11,237	USA Weekend
OK	Bartlesville	<i>Examiner-Enterprise</i>	12,497	USA Weekend
OK	Durant	<i>Daily Democrat</i>	6,900	USA Weekend
OK	Enid	<i>News & Eagle</i>	18,374	USA Weekend
OK	Lawton	<i>Sunday Constitution</i>	24,604	USA Weekend
OK	Mc Alester	<i>News-Capitol & Democrat</i>	9,082	USA Weekend
OK	Muskogee	<i>Phoenix & Times Democrat</i>	17,004	USA Weekend
OK	Norman	<i>Transcript</i>	13,217	USA Weekend
OK	Oklahoma City	<i>Oklahoman</i>	282,119	Parade Magazine
OK	Shawnee	<i>News-Star</i>	9,957	USA Weekend
OK	Stillwater	<i>News-Press</i>	9,272	USA Weekend
OK	Tulsa	<i>Tulsa World</i>	171,602	USA Weekend
OR	Albany	<i>Democrat-Herald</i>	18,159	USA Weekend
OR	Bend	<i>Bulletin</i>	31,964	Parade Magazine
OR	Commercial	<i>The World</i>	13,303	Parade Magazine
OR	Coos Bay-North Bend	<i>World</i>	13,303	USA Weekend
OR	Corvallis	<i>Gazette-Times</i>	12,466	USA Weekend
OR	Eugene	<i>Register-Guard</i>	72,199	Parade Magazine
OR	Grant's Pass	<i>Courier</i>	18,887	USA Weekend
OR	Klamath Falls	<i>Herald & News</i>	15,436	Parade Magazine
OR	Medford	<i>Mail Tribune</i>	31,446	Parade Magazine
OR	Ontario	<i>Argus Observer</i>	7,477	Parade Magazine
OR	Pendleton	<i>East Oregonian</i>	9,110	Parade Magazine
OR	Portland	<i>Oregonian</i>	375,913	Parade Magazine
OR	Roseburg	<i>News-Review</i>	19,770	Parade Magazine
OR	Salem	<i>Statesman-Journal</i>	56,725	USA Weekend
PA	Allentown	<i>Morning Call</i>	147,696	Parade Magazine
PA	Altoona	<i>Mirror</i>	38,250	USA Weekend
PA	Beaver	<i>County Times</i>	46,543	USA Weekend
PA	Bloomsburg	<i>Press-Enterprise</i>	21,681	USA Weekend
PA	Bradford	<i>Era</i>	10,471	USA Weekend


PA	Butler	<i>Eagle</i>	30,595	USA Weekend
PA	Carlisle	<i>Sentinel</i>	14,572	USA Weekend
PA	Chambersburg	<i>Public Opinion</i>	20,711	USA Weekend
PA	Clearfield	<i>The Progress</i>	11,426	USA Weekend
PA	Delaware County	<i>Times</i>	39,842	USA Weekend
PA	Doylestown	<i>The Intelligencer Record</i>	46,094	Parade Magazine
PA	DuBois	<i>Tri-County Sunday</i>	14,937	Parade Magazine
PA	Easton	<i>Express-Times</i>	45,939	USA Weekend
PA	Easton	<i>The Express-Times</i>	45,939	Parade Magazine
PA	Erie	<i>Times-News</i>	78,909	Parade Magazine
PA	Gettysburg	<i>Times</i>	9,906	Parade Magazine
PA	Greensburg	<i>Tribune-Review</i>	185,331	USA Weekend
PA	Hanover	<i>Sun</i>	21,290	USA Weekend
PA	Harrisburg	<i>Patriot-News</i>	144,210	Parade Magazine
PA	Hazleton	<i>Standard-Speaker</i>	20,503	USA Weekend
PA	Indiana	<i>Gazette</i>	15,070	USA Weekend
PA	Johnstown	<i>Tribune-Democrat</i>	42,747	Parade Magazine
PA	Lancaster	<i>Sunday News</i>	100,060	Parade Magazine
PA	Lebanon	<i>News</i>	20,349	USA Weekend
PA	Lehighton	<i>Times News</i>	14,878	USA Weekend
PA	Levittown	<i>Bucks County Courier Times</i>	64,738	Parade Magazine
PA	Lewistown	<i>Sentinel</i>	13,315	USA Weekend
PA	Lock Haven	<i>Express</i>	9,514	USA Weekend
PA	McKeesport-Duquesne-Clairton	<i>Daily News</i>	13,408	USA Weekend
PA	Meadville	<i>Tribune</i>	13,262	USA Weekend
PA	New Castle	<i>News</i>	17,183	USA Weekend
PA	New Kensington	<i>Valley News Dispatch</i>	28,755	USA Weekend
PA	Norristown-Lansdale	<i>Times Herald</i>	25,721	USA Weekend
PA	Philadelphia	<i>Inquirer</i>	688,670	Parade Magazine
PA	Phoenixville	<i>Phoenix</i>	2,902	USA Weekend
PA	Pittsburgh	<i>Post Gazette</i>	341,474	Parade Magazine
PA	Pottstown	<i>Mercury</i>	23,618	USA Weekend
PA	Pottsville	<i>Republican & Herald</i>	36,917	USA Weekend
PA	Reading	<i>Eagle</i>	83,340	Parade Magazine
PA	Sayre	<i>Morning Times</i>	5,594	Parade Magazine
PA	Scranton	<i>Sunday Times</i>	71,656	USA Weekend
PA	Sharon	<i>The Herald</i>	20,429	Parade Magazine
PA	Somerset	<i>Daily American</i>	14,115	USA Weekend
PA	State College- Bellefonte	<i>Centre Daily Times</i>	31,904	Parade Magazine
PA	Stroudsburg	<i>Pocono Record</i>	24,801	Parade Magazine
PA	Sunbury	<i>Item</i>	25,812	Parade Magazine
PA	Towanda	<i>Sunday Review</i>	9,308	USA Weekend
PA	Uniontown	<i>Herald-Standard</i>	27,173	Parade Magazine
PA	Warren	<i>Times-Observer</i>	10,173	USA Weekend
PA	Washington	<i>Observer-Reporter</i>	34,875	USA Weekend
PA	West Chester	<i>Daily Local News</i>	26,429	USA Weekend
PA	Wilkes-Barre	<i>Times Leader</i>	51,573	Parade Magazine
PA	Wilkes-Barre	<i>Voice</i>	30,705	USA Weekend
PA	Williamsport	<i>Sun-Gazette</i>	31,730	Parade Magazine
PA	York	<i>Record</i>	90,656	USA Weekend
RI	Newport	<i>The Daily News</i>	11,563	USA Weekend
RI	Pawtucket-Central Falls	<i>Times</i>	8,579	USA Weekend
RI	Providence	<i>Journal</i>	205,102	Parade Magazine
RI	West Warwick	<i>Kent County Daily Times</i>	3,421	USA Weekend
RI	Westerly	<i>Sun</i>	8,993	USA Weekend
RI	Woonsocket	<i>Call</i>	13,694	USA Weekend
SC	Aiken	<i>Standard</i>	16,587	USA Weekend
SC	Anderson	<i>Independent-Mail</i>	39,890	Parade Magazine
SC	Beaufort	<i>Gazette</i>	11,375	Parade Magazine
SC	Bluffton	<i>Today</i>	18,231	USA Weekend
SC	Charleston	<i>Post and Courier</i>	109,888	Parade Magazine
SC	Columbia	<i>State</i>	139,022	Parade Magazine
SC	Florence	<i>News</i>	33,776	USA Weekend
SC	Greenville	<i>News</i>	113,386	USA Weekend
SC	Greenwood	<i>Index-Journal</i>	15,222	Parade Magazine

SC	Hilton Head Island	<i>Island Packet</i>	20,816	Parade Magazine
SC	Myrtle Beach	<i>Sun News</i>	62,083	Parade Magazine
SC	Orangeburg	<i>Times & Democrat</i>	18,168	USA Weekend
SC	Rock Hill	<i>Herald</i>	32,191	Parade Magazine
SC	Rock Hill	<i>Herald</i>	30,196	USA Weekend
SC	Spartanburg	<i>Herald-Journal</i>	52,913	Parade Magazine
SC	Sumter	<i>Item</i>	19,526	Parade Magazine
SD	Aberdeen	<i>American News</i>	17,293	Parade Magazine
SD	Aberdeen	<i>American News</i>	15,783	USA Weekend
SD	Huron	<i>Plainsman</i>	6,463	Parade Magazine
SD	Lawrence	<i>County Journal</i>	2,048	Parade Magazine
SD	Mitchell	<i>The Daily Republic</i>	12,736	Parade Magazine
SD	Rapid City	<i>Journal</i>	33,134	Parade Magazine
SD	Sioux Falls	<i>Argus Leader</i>	69,767	USA Weekend
SD	Watertown	<i>Public Opinion</i>	12,213	USA Weekend
SD	Yankton	<i>Press & Dakotan</i>	7,922	USA Weekend
TN	Athens	<i>Post-Athenian</i>	11,426	USA Weekend
TN	Chattanooga	<i>Free Press Times</i>	95,786	Parade Magazine
TN	Clarksville	<i>Leaf-Chronicle</i>	26,665	USA Weekend
TN	Cleveland	<i>Banner</i>	15,585	USA Weekend
TN	Columbia	<i>Herald</i>	12,499	USA Weekend
TN	Cookeville	<i>Herald-Citizen</i>	14,248	Parade Magazine
TN	Dyersburg	<i>Gazette</i>	5,557	Parade Magazine
TN	Greenville	<i>Sun</i>	16,182	Parade Magazine
TN	Jackson	<i>Sun</i>	38,414	USA Weekend
TN	Johnson City	<i>Press</i>	32,934	Parade Magazine
TN	Kingsport	<i>Times-News</i>	43,884	USA Weekend
TN	Knoxville	<i>News-Sentinel</i>	150,147	Parade Magazine
TN	Lebanon	<i>Democrat</i>	7,596	USA Weekend
TN	Maryville-Alcoa	<i>Times</i>	20,993	USA Weekend
TN	Memphis	<i>Commercial Appeal</i>	184,418	Parade Magazine
TN	Morristown	<i>Citizen Tribune</i>	24,295	Parade Magazine
TN	Murfreesboro	<i>News Journal</i>	18,256	USA Weekend
TN	Murfreesboro	<i>Post</i>	45,000	Parade Magazine
TN	Nashville	<i>Tennessean</i>	232,334	USA Weekend
TN	Newport	<i>Plain Talk</i>	6,884	Parade Magazine
TN	Oak Ridge	<i>Oak Ridger</i>	7,566	USA Weekend
TN	Sevierville	<i>Mountain Press</i>	9,550	USA Weekend
TN	Shelbyville	<i>Times-Gazette</i>	6,958	Parade Magazine
TN	Tullahoma	<i>Sunday News</i>	10,400	Parade Magazine
TX	Abilene	<i>Reporter-News</i>	40,305	Parade Magazine
TX	Amarillo	<i>Globe-News</i>	61,944	USA Weekend
TX	Austin	<i>American-Statesman</i>	215,894	Parade Magazine
TX	Baytown	<i>The Sun</i>	8,287	USA Weekend
TX	Beaumont	<i>Enterprise</i>	54,734	Parade Magazine
TX	Brownsville-Harlingen	<i>Brownsville Herald</i>	20,468	Parade Magazine
TX	Brownwood	<i>Bulletin</i>	7,438	Parade Magazine
TX	Bryan-College Station	<i>Eagle</i>	24,654	USA Weekend
TX	Clute	<i>The Brazosport Facts</i>	16,800	USA Weekend
TX	Conroe	<i>Courier</i>	11,724	USA Weekend
TX	Corpus Christi	<i>Caller-Times</i>	73,611	Parade Magazine
TX	Corsicana	<i>Sun</i>	6,544	USA Weekend
TX	Dallas	<i>Morning News</i>	563,079	Parade Magazine
TX	Del Rio	<i>News-Herald</i>	5,224	Parade Magazine
TX	Denton	<i>Record Chronicle</i>	16,028	USA Weekend
TX	El Paso	<i>El Diario</i>	8,639	Parade Magazine
TX	El Paso	<i>Times</i>	82,721	USA Weekend
TX	Flower Mound	<i>Leader</i>	20,390	USA Weekend
TX	Fort Worth	<i>Fort Worth Star-Telegram</i>	304,200	Parade Magazine
TX	Frisco	<i>Enterprise</i>	15,345	USA Weekend
TX	Galveston County	<i>Daily News</i>	26,831	USA Weekend
TX	Greenville	<i>Herald-Banner</i>	8,005	USA Weekend
TX	Harlingen	<i>Valley Morning Star</i>	25,001	Parade Magazine
TX	Houston	<i>Chronicle</i>	677,425	Parade Magazine
TX	Kerrville	<i>Times</i>	10,741	Parade Magazine


TX	Killeen	<i>Herald</i>	23,941	USA Weekend
TX	Laredo	<i>Morning Times</i>	19,978	USA Weekend
TX	Lewisville	<i>Leader</i>	9,966	USA Weekend
TX	Longview	<i>News-Journal</i>	32,840	Parade Magazine
TX	Lubbock	<i>Avalanche-Journal</i>	60,355	USA Weekend
TX	Lufkin	<i>News</i>	14,539	Parade Magazine
TX	Marshall	<i>News Messenger</i>	6,873	Parade Magazine
TX	McAllen	<i>Monitor</i>	53,735	USA Weekend
TX	McKinney	<i>Courier-Gazette</i>	4,634	USA Weekend
TX	Midland	<i>Reporter-Telegram</i>	22,847	USA Weekend
TX	Nacogdoches	<i>Daily Sentinel</i>	8,828	Parade Magazine
TX	New Braunfels	<i>Herald-Zeitung</i>	8,599	USA Weekend
TX	Odessa	<i>American</i>	24,396	Parade Magazine
TX	Orange	<i>Leader</i>	5,024	USA Weekend
TX	Paris	<i>News</i>	11,931	Parade Magazine
TX	Plain View	<i>Daily Herald</i>	5,754	Parade Magazine
TX	Plano	<i>Insider</i>	97,995	USA Weekend
TX	Plano	<i>Star Courier</i>	4,779	USA Weekend
TX	Port Arthur	<i>News</i>	13,193	USA Weekend
TX	Rowlett	<i>Lakeshore News</i>	3,858	USA Weekend
TX	San Angelo	<i>Standard-Times</i>	29,888	Parade Magazine
TX	San Antonio	<i>Express-News</i>	333,902	Parade Magazine
TX	Sherman-Denison	<i>Herald Democrat</i>	23,228	USA Weekend
TX	Temple	<i>Daily Telegram</i>	23,433	Parade Magazine
TX	Texarkana	<i>Gazette</i>	32,904	USA Weekend
TX	Tyler	<i>Courier-Times--Telegraph</i>	44,077	Parade Magazine
TX	Victoria	<i>Advocate</i>	34,508	Parade Magazine
TX	Waco	<i>Tribune-Herald</i>	45,266	Parade Magazine
TX	Wichita Falls	<i>Times Record News</i>	33,215	Parade Magazine
UT	Logan	<i>Herald Journal</i>	16,486	Parade Magazine
UT	Ogden	<i>Standard-Examiner</i>	64,324	USA Weekend
UT	Provo	<i>Herald</i>	39,548	USA Weekend
UT	Salt Lake City	<i>Tribune & Deseret News</i>	226,807	Parade Magazine
UT	St. George	<i>Spectrum</i>	25,168	USA Weekend
VA	Bristol	<i>Herald-Courier</i>	40,810	USA Weekend
VA	Charlottesville	<i>Progress</i>	32,734	USA Weekend
VA	Culpeper	<i>Star-Exponent</i>	7,391	USA Weekend
VA	Danville	<i>Register & Bee</i>	23,457	USA Weekend
VA	Fredericksburg	<i>Free Lance-Star</i>	50,579	USA Weekend
VA	Harrisonburg	<i>News Record</i>	31,306	USA Weekend
VA	Lynchburg	<i>News & Advance</i>	41,241	USA Weekend
VA	Martinsville	<i>Bulletin</i>	18,712	Parade Magazine
VA	Newport News- Hampton	<i>News/Daily Press</i>	107,701	Parade Magazine
VA	Norfolk	<i>Virginian-Pilot</i>	214,995	Parade Magazine
VA	Petersburg	<i>Progress-Index</i>	14,763	Parade Magazine
VA	Richmond	<i>Times-Dispatch</i>	214,971	Parade Magazine
VA	Roanoke	<i>Times</i>	103,483	Parade Magazine
VA	Staunton	<i>News Leader</i>	17,909	USA Weekend
VA	Strasburg	<i>Northern Virginia Daily</i>	15,605	USA Weekend
VA	Suffolk	<i>News-Herald</i>	4,180	USA Weekend
VA	Waynesboro	<i>News Virginian</i>	7,087	USA Weekend
VA	Winchester	<i>Star</i>	24,377	USA Weekend
VA	Woodbridge-Manassas	<i>Potomac News & Journal Messenger</i>	19,627	USA Weekend
VT	Bennington	<i>Banner</i>	7,856	USA Weekend
VT	Brattleboro	<i>Reformer</i>	10,639	USA Weekend
VT	Burlington	<i>Free Press</i>	50,575	USA Weekend
VT	Rutland	<i>Herald</i>	29,209	Parade Magazine
VT	Rutland	<i>Times Argus</i>	9,336	Parade Magazine
WA	Aberdeen	<i>Daily World</i>	12,713	USA Weekend
WA	Bellingham	<i>Herald</i>	29,129	Parade Magazine
WA	Bellingham	<i>Herald</i>	29,129	USA Weekend
WA	Bremerton	<i>Sun</i>	32,620	USA Weekend
WA	Centralia-Chehalis	<i>Chronicle</i>	14,644	USA Weekend
WA	Ellensburg	<i>Record</i>	5,497	Parade Magazine
WA	Everett	<i>Herald</i>	54,666	USA Weekend

WA	Kent	<i>King County Journal</i>	46,255	USA Weekend
WA	Longview	<i>Daily News</i>	21,517	Parade Magazine
WA	Moses Lake	<i>Columbia Basin Herald</i>	8,562	USA Weekend
WA	Mount Vernon	<i>Skagit Valley Herald</i>	19,169	USA Weekend
WA	Olympia	<i>Olympian</i>	39,535	Parade Magazine
WA	Olympia	<i>Olympian</i>	39,535	USA Weekend
WA	Pasco	<i>Tri-City Herald</i>	43,532	Parade Magazine
WA	Port Angeles	<i>Peninsula Daily News</i>	17,801	USA Weekend
WA	Seattle	<i>Times/Post-Intelligencer</i>	423,635	Parade Magazine
WA	Spokane	<i>Spokesman-Review</i>	119,155	Parade Magazine
WA	Tacoma	<i>News Tribune</i>	131,212	Parade Magazine
WA	Vancouver	<i>Columbian</i>	53,602	USA Weekend
WA	Vancouver	<i>The Columbian</i>	53,602	Parade Magazine
WA	Walla Walla	<i>Union-Bulletin</i>	15,403	Parade Magazine
WA	Wenatchee	<i>World</i>	25,190	USA Weekend
WA	Yakima	<i>Herald-Republic</i>	38,655	USA Weekend
WI	Appleton	<i>Post-Crescent</i>	67,070	USA Weekend
WI	Beloit	<i>Daily News</i>	14,000	USA Weekend
WI	Chippewa	<i>Valley Newspapers</i>	10,950	Parade Magazine
WI	Eau Claire	<i>Leader-Telegram</i>	29,371	USA Weekend
WI	Fond Du Lac	<i>Reporter</i>	17,996	USA Weekend
WI	Green Bay	<i>Press-Gazette</i>	78,947	USA Weekend
WI	Janesville	<i>Gazette</i>	24,395	USA Weekend
WI	Kenosha	<i>News</i>	27,402	Parade Magazine
WI	La Crosse	<i>Tribune</i>	41,492	Parade Magazine
WI	Madison	<i>Wisconsin State Journal</i>	143,543	Parade Magazine
WI	Manitowoc-Two Rivers	<i>Herald Times Reporter</i>	14,998	USA Weekend
WI	Milwaukee	<i>Journal Sentinel</i>	400,317	USA Weekend
WI	Oshkosh	<i>Northwestern</i>	24,334	USA Weekend
WI	Racine	<i>Journal Times</i>	30,807	Parade Magazine
WI	Rhineland	<i>Daily News</i>	3,919	Parade Magazine
WI	Sheboygan	<i>Press</i>	23,281	USA Weekend
WI	Superior	<i>Telegram</i>	6,421	USA Weekend
WI	Watertown	<i>Times</i>	8,977	USA Weekend
WI	Waukesha	<i>Freeman</i>	12,684	USA Weekend
WI	Wausau-Stevens Point	<i>Herald</i>	49,926	USA Weekend
WI	West Bend	<i>News</i>	9,668	USA Weekend
WV	Beckley	<i>Register</i>	28,661	Parade Magazine
WV	Bluefield	<i>Daily Telegraph</i>	18,272	Parade Magazine
WV	Charleston	<i>Gazette Mail</i>	76,540	Parade Magazine
WV	Charleston	<i>Gazette-Mail</i>	63,905	USA Weekend
WV	Clarksburg	<i>Exponent Telegram</i>	20,491	Parade Magazine
WV	Elkins	<i>Inter-Mountain</i>	11,143	USA Weekend
WV	Fairmont	<i>Times West Virginian</i>	12,104	Parade Magazine
WV	Huntington	<i>Herald-Dispatch</i>	32,734	USA Weekend
WV	Logan	<i>Banner</i>	8,356	Parade Magazine
WV	Martinsburg	<i>Journal</i>	19,638	Parade Magazine
WV	Morgantown	<i>The Dominion Post</i>	25,287	Parade Magazine
WV	Parkersburg	<i>News, Sentinel</i>	30,269	Parade Magazine
WV	Wheeling	<i>Intelligencer/News Register</i>	36,903	Parade Magazine
WV	Williamson	<i>News</i>	6,662	Parade Magazine
WY	Casper	<i>Star-Tribune</i>	32,400	Parade Magazine
WY	Cheyenne	<i>Wyoming Tribune Eagle</i>	17,155	USA Weekend
WY	Laramie	<i>Boomerang</i>	5,311	USA Weekend

EXHIBIT 3:
24/7 REAL MEDIA NETWORK:
SITE SAMPLING

 SAMPLE LIST OF WEBSITES IN THE 24/7 REAL MEDIA NETWORK	
CHANNEL	SAMPLING OF SITES
Health	Ask Physicians BellaOnline Caloriecount Chefs.com FoodCount Healthcastle MDAAdvice Medical broadcast MedicineOnline Medifocus health MedServ Medical News MyCalorieCounter Netpulse WomensForum
Women's Interest	Backyardgardner Beautyriot BellaOnline Catch27 Educationstuffs Everydaycook Fabulousfoods Familywatchdog Fashionwatch.com Female First Forladys Gamesville Hermoment Justmommies Lovingyou Lucianne.com Momhomes Mommysavers Mommytips Myjellybean Mymommybiz Opendiary Reciperewards Somagirls Thegreetings WomensForum Network
Travel	Able2know Airliners Mexconnect Mytravelrate Oanda Tourismthru Tourpub Travels Info travelurl UKtravelsguide
Business-to-Business	CCH Business Owners Toolkit Findarticle Individual MarketSurveys Tripod Verizon
Personal Finance	Apartments.com Asian Times Online Edgar Online Homes.com Investorvillage Morningstar MrSwing Quote.com Quotetracker RagingBull Realestate Usaefinance Wallstreetexaminer WomensWallstreet Xe.com

 SAMPLE LIST OF WEBSITES IN THE 24/7 REAL MEDIA NETWORK	
CHANNEL	SAMPLING OF SITES
Technology	AVGuide Arroundmedia Camsinfo Coolarchive Everyusb Gizmag Html Gear Hwview Mypcdrivres Popyard Softlookup Stickysauce Tripod Webstat
Sports	1wrestling 4W-Wrestling American Boat Listing Axxessnetworks Blueandgold CDM Sports Fanball Fantasy Sports Unlimited Fishingbuddy Focusgolfer Free Golf Stats HoopsWorld MaxPreps Motorsport NBAmaster National Golf Network NYYfans Oursportscentral Paint Ball Nation RealGM Sportbikez Sports War The huddle The Redzone The wrestling answer
News & Information	Asian Times Online Chinesenewsnet.com ConsumerAffairs.com Drudge Report eNewsZone India Times Lawschooldiscussion Legal Notice MerriamWebster NY Press Pajamas Media Rawstory Realestate Refdesk Spacedaily Wireimage Womens Forum Worldnetdaily
Teens	Angelfire Babblefish Catch27 Gaiaonline Highschoolsports.net Neopets Primary Games Runescape Schoolnotes Sconex StudyWorld Tabcrawler Teen Station Teensforum
Shopping	Couponhill Directgates Intershopzone TGPublish Tipshopping.com

 SAMPLE LIST OF WEBSITES IN THE 24/7 REAL MEDIA NETWORK	
CHANNEL	SAMPLING OF SITES
Games	123Cheats 202online Able2know Anime Lab Bingo.com Bluelaguna Cards.com Cheat Planet Coolrom FreeArcade.com Game Forums Game Revolution Gamefiesta GameScene Gamesville GameZone Happysky Incredigames.com Kings of Chaos Loaded Inc. Lottery.com LyncVision Mausland NeoEdge Networks Oilfight Playaholics Runescape The Emulation Station
Auto	Autoplans Cardomain Carspire.com Carsworlds Elitecaraudio Grandprix Modifiedcars Mycarnews Neatautos RSportscars Sportbikez.net Supercars
Entertainment	202online 3strandwrestling 3wk Allcomedyradio Allhiphop Amiannoying Bluelaguna Bostonpete Burningworld Classicalmusicamerica Clubplanet Dishant Facemix Fanhost Gaminginvasion Gotradio Hoverspot Ionthunder Jamwave Killeroldies Kingsofchaos Kiwibox Lavalife Liketelevision Movieopen Myamericanradio Mygamesdream Netglimse Radioio Rangerboard Ringsidemayhem Sina2 Theatermania Totalvideogames Ultimate80s Urbanmusic2000 Whatspoppin Wrestlingunleased

*New England Carpenters Health Benefits Fund v. First DataBank, Inc. and McKesson Corp.
D.C. 37 Health & Security Plan v. Medi-Span*

ESTIMATED BUDGET

PAID MEDIA

National Consumer Magazines, Newspaper Supplements,	\$1,325,687.50
National Newspapers and Trade Publications	
Internet Advertising	\$422,000.00

PRODUCTION

Print and Web Ad Design, Production and Distribution	\$2,500.00
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EARNED MEDIA

Media Outreach and Planning, Distribution and Clipping and Monitoring Service	\$2,500.00
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MISCELLANEOUS EXPENSES

Duplicating, Overnight Delivery, Postage, Telephone, Telefax and Translation	\$2,500.00
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OVERALL ESTIMATED BUDGET

\$1,755,187.50

(Direct Mail and Toll-Free IVR costs to be provided by the Claims Administrator.)